## SOUTHERN SAUTOMOTIVE AVERS THE CUTTERN AND CUTTERN AND

PASS IT ON!

OWNER

----

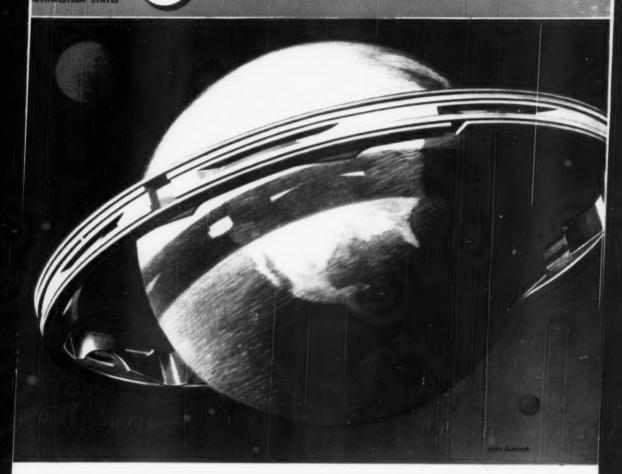
GEN. MGR. SERV. MGR.

PARTS MGR.

FOREMAN

SHOP

April, 1950



# Known...AND USED...Around the World!

The Perfect Circle GX Steel Oil Ring illustrated above together with the other 61 types of rings that make up PC - Custom Made Sets, is known and used around the world. However their dependability—by leading engineers for their design—by actionals for their performance and score are Perfect Circle's popularity is unequality.

rempletely, while protecting a vinidor walls with just the right amount of all for per-toct lubrication. They increase power, save gas and int, and give longer the to worn engines. No winder Doctors of Motors actively express their preference for Per-toct Circles by installing millions every year.

# Perfect Circle

THE MOST HONORED NAME IN PISTON RINGS

# Let's Stop PINCH-PENNY SELLING

# WHAT IS PINCH-PENNY SELLING?

Here's one example...to replace a set of spark plugs-and not replace the old ignition wires is pinch-penny selling. New spark plugs can't give peak performance through old wires, (see table at right).

When the customer comes back still having trouble, and you ask him to pay for new ignition wires, he balks-claims that if they were needed you should have replaced them in the first place. A customer always kicks about paying anything - no matter how little-for a "make-good" job. He refuses to accept your explanation that you were trying to save him money.

# DYNAMOMETER TESTS

## Proue

NEW IGNITION WIRES MAKE BIG DIFFERENCE IN ENGINE PERFORMANCE

The following table gives results of dynamometer tests on a 1935 Oldsmobile before and after installation of a new set of Crescent 90-05 High Tension Ignition Wires.

		Old Wires	New Wires	Increase
1	Motor RPM	700	1000	42.75%
2	Torque	72	27	22.75%
J	MPH after full load	14	18	28 6 %
4	Load applied at (MPH)	45	45	
	Time required for breakdown from (4) to (3) above	70 sec.	45 sec	125 %

NOTE No adjustment or replacement other than installation of new Crescent ignition wires were made to the car tested.





THE CRESCENT COMPANY, INC., Powtucket, R. I.

Check the wire and cable on every ear!



# A55EMBLE

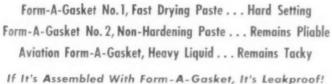
Form-A-Gasket























# YOU CAN DEPEND ON MICE OF RESIDENTS. CAS KETS. Most Car Makers do.

Throughout the years, most car makers have used McCord Gaskets for equipment. McCord Gaskets are Individually engineered to make and keep tite joints. They have been doing so for half a century.

MCCORD CORPORATION . Detroit 11, Mich.

# Choldun OIL CHECKER, CHANGER & FLUSHER

"MODERN WAY TO CHECK AND CHANGE OIL"

Only Unit that MEAS-URES Oil taken from crankcase to show the Customer how much more he NEEDS.

case in 30 seconds if it DOES NOT have to be changed.

Only Unit that can

RETURN Oil to Crank-

Only Unit that can show how Dirty the Oil is and if it REALLY needs to be changed and flushed.



Only Unit that can sell "Fresh" New Oil because you have taken the "Tired" Old Oil out of the Car already.

Only Unit that can Flush Crankcase without the Car Engine running.



Only Unit that can ADD or CHANGE Oil At THE PUMP and leave the Lift open for greasing and repair work.

# Nationally Advertised Price - Model V-169 - \$ 169.50

CABINET MODEL OIL CHANGER
L DRAINS OIL 2 CHANGES OIL

3. FLUSHES CRANKCASE
Add "Fresh" New Oil because yo
have taken the
"Tired" Old Oil
out of the car, bus,
truck or tractor.

"Tired" Old Od out of the ear, bus, trink or tractor. Flushes crankcase without the Car Motor running. Add or Change Oil at the Pump.

ADVERTISED PRICE \$ 9 9 . 5 0 Model C-99



\$

\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$

Marine Engines, Farm Equipment, Lift Teachs, Etc.



Change, add or transfer oil from Tractor and Lift Truck oil samps Removes water from also tanks



NATIONALLY ADVERTISED PRICE

\$ 6 9 . 5 0 Model P-69 DIN MANUFACTURING CORP.

I West Und Street, New York IS, N. Y.

Tase send me Complete Details on the Choldun

Changing Equipment.

Choldun

MANUFACTURING CORP.

New Haven. Conn.

SALES OFFICE: 11 WEST 42 STREET, NEW YORK 18, N. Y.

Leading Manufacturers of "PRESSURE PURGER" for Purging Cooling Systems!

# HEIN-WERNER hydraulic Swift-Lift

LIFT CONTAC with 194" hydraulic lift

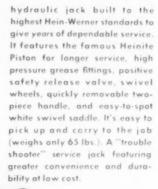
The only hydraulic lift on the market that offers 3 load contact points-(1) The rigid hook for most automotive bumpers (2) The exclusive "Knuckle-Joint Hook" that grips bumpers like a hand—for modern streamlined bumpers (3) The top ram head for truck, tractor and all extra high lifts. Swift-Lift offers the greatest lifting range. Lifts lowest built skirts clear of wheels quickly and easily. Has large steel wheels, extra strong aluminum base, slipproof H-W safety clamp adjustment, finger-tip release valve. Capacity, 11/2 tons.

# U.S. DEALER PRICE 33/50

# HEIN-WERNER

the service jack every garage can afford

The O'BOY is unmatched for high quality at low price! It's a rugged, 2500 lb. capacity



U.S. DEALER PRICE



Order through your H-W jobber today ... or write

MEIN-WERNER CORPORATION . Waukesha, Wis.

# Spark Your Service Profits with Genuine FORD Spark Plugs

Ford Spark Plugs are

# Right for Fords!

Why? Because they're designed for Fords... with a special longer-lasting insulator that resists sudden heat shocks, has great mechanical strength, is unaffected by lead attack. Uniform fit is assured by holding dimensions of all metal parts to close factory limits. Sillment seal prevents annoying leakage. There is a model just right for any Ford job... and the price is right, too. Place your order now with your Ford Dealer or Parts Distributor.

Genuine FORD Parts... Right for FORDS!

Spring time is tune-up time—
and a good time for parts and
service sales. Keep your Ford owners
satisfied by always using Genuine
Ford Parts—the parts
that are made right to

fit right and last longer.



# Independent Garages ...

Bring in more Ford service business by displaying this famous "sign of good business". and watch your business boom. For full details see your regrest ford Dealer.

FORD Division of FORD MOTOR COMPANY

# The Sign of Battery Economy



Willard Advertising helps you make

**OUICKER SALES...** EASIER SALES . . . AT GREATER ANNUAL

The Willard sign means unexcelled quality and powerful sales support. It stands for a product which enjoys pronounced consumer preference. The Willard sign is a pledge of battery economy to your customers.

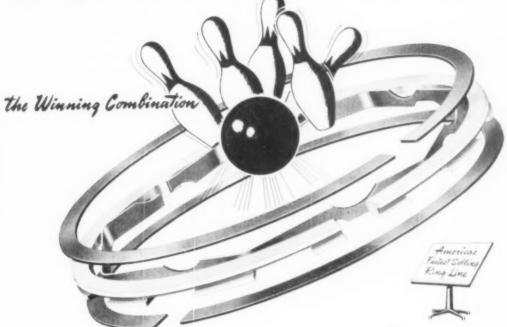
And the Willard sign is backed up with consistent, hard hitting advertising in POST, COLLIER'S, LOOK, TIME, COUNTRY GENTLEMAN, FARM JOURNAL and PROGRESSIVE FARMER. Willard advertising reaches car owners in every county of the United States.

When you put up the big red and white Willard sign, you have a proposition that means Quicker Sales . . . Easier Sales . . . At Greater Annual Profit-proved by thousands of Dealers for nearly half a century.

See your Willard Distributor at once.

Cleveland

# Stops COSTLY COMEBACKS



# FULL POWER Performance Guaranteed

In bowling . . . or reconditioning worn motors — the right combination must be used to obtain Full Power results! Install Moog X-Plus Piston Rings on pistons restored by the Moog Dynamizer, the revolutionary method that gives new life to collapsed pistons, guarantees Full Power Performance and eliminates costly comebacks.

MOOG PISTON RING CO., ST. LOUIS 14, MO.

DIVINION MODG INDUSTRIES, INC



the market is BIGGER...

and the NEW Motorola
Auto Radios are BETTER than Evert

what a set-up for profit!

One of the Big-3 manufacturers reports that 75% of their lower-priced cars are shipped WITHOUT RADIOS! Add this to the fact that car sales in 1950 will probably be even greater than in 1949, and you have a bigger market than ever! And now Motopola . . . the recognized finest in auto radios . . . is better than ever! Your customers get more for their radio dollars, and you get easy sales, year 'round, and with trouble-free profits!

write • wire • phone your Motorola distributor today!

NEW 1950

Motorola
AUTO RADIOS





# YOU CAN'T LOSE! IN BONNEY'S

\$5000,00

MECHANICS' JACK-POT

THE EASIEST WAY TO MAKE MONEY YOU EVER HEARD OF!



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NO COUPONS NO BOX TOPS NO CATCHES

# ... GET IN THE CONTEST EARLY

The MECHANICS' JACK-POT is a different kind of contest. Absolutely no purchase is required to enter—no box tops, no coupons. (You don't even have to be an owner of Bonney Tools!) All you have to do is complete this sentence in 25 words or less.

# "I PREFER BONNEY TOOLS BECAUSE . . . "

Your chance of winning is every bit as good as the next fellow's. Just read the rules, complete the entry blank attached to this ad, and mail it to MECHANICS CONTEST, BONNEY FORGE & TOOL WORKS, P.O. BOX 831, ALLENTOWN, PA. The important thing is to send in your entry now.

## READ THESE RULES CAREFULLY

- The centest is open to all mechanics and mechanics helpers in the continental United States.
- 2 The following are not eligible, employees of Bonney Forge & Tool Works and members of their immediate lumines, employees of any Bonney sales organization, distributor or jobber; employees of the Bonney Forge & Tool Works, Advertaing Agencies.
- All entries must be postmurked not earlier than March 1, 1950 and not later than May 31, 1950. Address your entry to Mechanical Contest, Bonney Forge & Tool Works. P. O. Box 831, Allentown, Pa.
- 4 The entries will be judged for originality and aphress of thought Duplicate prices will be awarded in case of ties. The decision of the judges will be final. Entries will not be returned, and all become the property of Bonney Forge & Tool Works.

- 5 Contest womens will be notified by letter an later than lane 10, 1950. Winner lats will be uvailable on request to contestants who send in stamped, self-addressed envelopes.
- 6 Each contestant is limited to one entry. If more than one is sent in only the first untry received will be considered.

# YOU CAN WIN ONE OF THESE BIG PRIZES

- PLUS 100 prizes of \$15.00 Tool Purchase Certificates
- FLUS 400 puzzes of \$11.00 Zenel Open End Wrench Sets
- the next 1000 heat entries

ENTRIES MUST BE POSTMARKED NOT LATER THAN MAY 31st



## OFFICIAL ENTRY

BONNEY FORGE & TOOL WORKS P. O. Box 831, Allentown, Pa.

# MECHANIES JACK POT CONTEST

"I prefer Bonney Tools because



BONNEY FORGE & TOOL WORKS



ALLENTOWN, PENNSYLVANIA

NAME

Street

East.

121471

I work of

My Bonney Jobber Is

In order to help your Ranney Johber Salesman participate in this contest, ask him to help you with your entry statement and, if he does help you, enter his name here

# Millions will "Summerize" Joward Zink their cars with SEAT COVERS



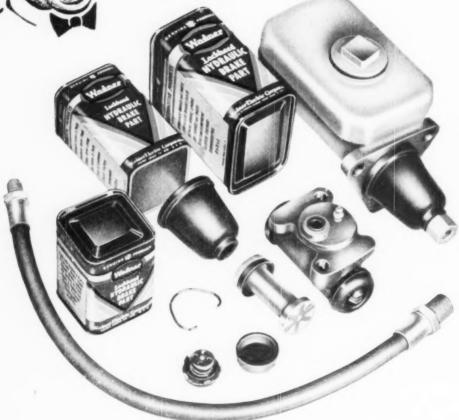
And thousands of dealers will cash in on this tremendous demand for Howard Zink covers, spurred by monthly fullcolor half pages in The Saturday Evening Post and Holiday. Every day, every week, more dealers are taking on the Howard Zink line. How about you? Are you going to cash in?

THE HOWARD ZINK CORPORATION
FREMONT, OHIO
Possoic, N. J. Long Beach, Calif. · Charleston, Miss.
World's largest manufacturer of auto seat covers





# You'll gain more when you use genuine





# WAGNER LOCKHEED HYDRAULIC BRAKE FLUID

—an all-season fluid for all cars and tracks. —maintains chemical characteristics and amply lubricates the system under all driving temperatures.





---offers complete coverage for all your needs --- in sers, rolls blocks, slabs and cut segments. A non-compressible, long-wearing lining of motorm resours.

# Satisfied customers Wagner brake service products

here's why...

# \*WAGNER LOCKHEED HYDRAULIC BRAKE PARTS

are used as original equipment by automobile, truck and trailer manufacturers

Wagner pioneered in the production of hydraulic brakes for automotive vehicles and knows the essential qualities for good brake performance. When you replace worn parts with new genuine Wagner Lockheed Parts you are assured of perfect fit and maximum service life.

The Wagner Lockheed line of hydraulic brake parts is the most complete on the market. Wagner catalogs and can furnish 696 different brake cylinder assemblies. No other line offers

such complete coverage and all from one source.

Wagner Lockheed master cylinder and wheel cylinder repair kits are available in metal-end factory sealed packages that contain all essential parts for a specific job. Also available as individual parts, and as completely assembled cylinders.

For details, consult your nearest Wagner jobber, or write us.

# Wagner Electric Corporation

6162 PLYMOUTH AVENUE, SAINT LOUIS 14, MO. U. S. A.



WRITE FOR FREE COPY OF CATALOG AU-500

Get this up-to-date book covering Wagner CoMaX Brake Lining and Friction Materials, Wagner Lockheed Hydraulic Brake Parts and Wagner Lockheed Brake Fluid.



LOCKHEED HYDRAULIC
BRAKE PARTS and
FLUID - NOROL
COMAX BRAKE LINING
AIR BRAKES - TACHOGRAPHS
ELECTRIC MOTORS - TRANSFORMERS
INDUSTRIAL CRANE BRIDGE BRAKES

# New smooth AERO-ALUMINUM finished in PEARL GRAY HAMMERLOID ENAMEL WEATHERPROOF! SCRATCHPROOF! PERMANENT! NEVER CORRODES!

# ONE MODEL FITS 90% OF ALL CARS

V-1 SERIES



EMBOSSED ... RIGID!

Can be painted to Color-match a car

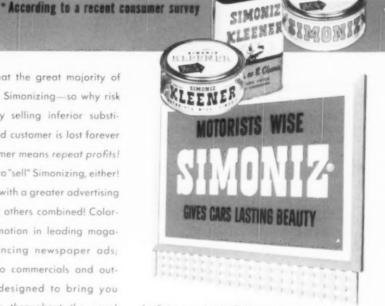
"Ready-made" market for Simonizing brings dealers bigger, repeat profits!

More than 2 out of every 3 polish users regularly demand this deluxe beauty treatment.

Statistics prove that the great majority of car owners prefer Simonizing-so why risk losing business by selling inferior substitutes? A dissatisfied customer is lost forever -a Simoniz customer means repeat profits!

You don't have to "sell" Simonizing, either! We do it for you—with a greater advertising campaign than all others combined! Colorful, full-scale promotion in leading magazines; big, convincing newspaper ads; thousands of radio commercials and outdoor signs-all designed to bring you tremendous profits throughout the year!

THE SIMONIZ COMPANY, CHICAGO 16, ILL.

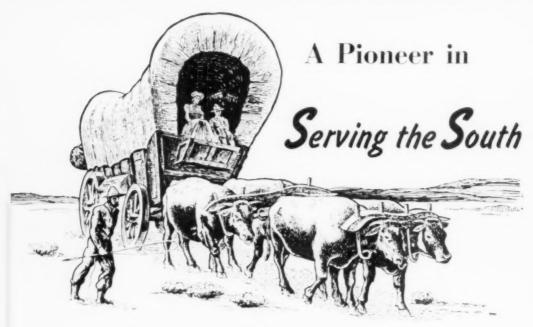


MUNNIE

By offering a complete SIMONIZ service you can greatly increase your profits! Write for further information on the operation and promotion of a Simoniz Service Station

RECOGNIZED FOR OVER THIRTY FIVE YEARS AS AUTHORITIES ON THE PRESERVATION OF MOTOR CAR BEAUTY

Federated Mutual...



# with

# COMPLETE Fire and Casualty COVERAGE for HOME – BUSINESS and CAR

- Federated Mutual has pioneered multiple line coverage for the Southern automotive trade. Now you may enjoy the convenience of complete worry-free protection for your business, home, and car, all in one MUTUAL company. You will enjoy too, substantial savings in the form of dividends.
- Federated Mutual has pioneered in serving today's special insurance needs of the automotive trade. Your Federated representative is a specialist in providing men in your business with the PROPER coverage on FIRE and CASUALTY insurance. He is highly trained in your needs and represents no other company.
- There are Federated Mutual representatives throughout the South ready to give you their skilled, friendly service. Write us for the name of the Federated Representative nearest you!

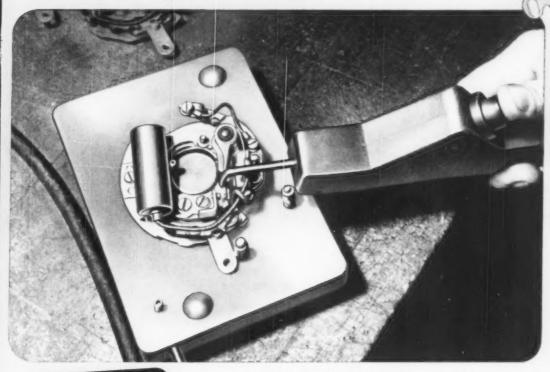


MUTUAL IMPLEMENT AND HARDWARE INSURANCE COMPANY
1600 Healey Bldg.
ATLANTA, GEORGIA

# Tested Quality

HELPS YOU

DELIVER AMERICA'S FINEST IGNITION SERVICE



Operator is making high valtage check on breaker plate insulation and condenser to insure freedom from shorts and grounds.

VILLO-TILE SERVICE PARTS

You have a major investment in your established reputation and your regular customers. The simple truth is you cannot protect this men is proved by this fact: more investment with workmanship than half of America's car alone, no matter how expert . . .

unfailing quality. Proof of the dependability Auto-Lite Original Factory Parts afford expert service makers specify Auto-Lite. unless it is backed up by parts of For information, write to

THE ELECTRIC ACTO-LITE CO. > Parts & Service Divisi

Auto-Lite Ignition Engineering Assures Dependability











Money cannot buy better automotive Electrical Equipment



The high thermal conductivity of Michigan Engine Bearings assures better heat dispersion—cooler running—longer life.

Michigan Engine Bearings are precision engineered to wall thickness tolerance of plus or minus .00125<sup>11</sup> to assure perfect ht—easier installation—trouble-free performance.

Exclusive Michigan manufacturing processes provide uniform running clearances and proper lubrication of journals.

The LIQUID HONED back—another exclusive Michigan process provides for quick dispersion of heat over the entire bearing foundation.

Since 1925, Michigan Engine Bearings have been original equipment in America's leading cars, trucks, tractors and engines.





LATTODUCING WEAVER'S NEWEST

# the Portable PHOTO-SCOPE

An outstanding addition to the famous line of Weaver Headlight Testers pioneered by Weaver over 20 years ago . . . the Photo-Scope is a truly portable tester that will roll in a straight line. Can be moved and used anywhere in a shop having a reasonably smooth floor. One man can calibrate it to floor slope in less than one minute. Counterbalanced head with all mechanical movements simplified. 100', photo-electric operation. Maximum beam candlepower always indicated when beam is properly aimed no separate operation required. The Photo-Scope is new and improved for all shop needs at a new economical price.



And now ...

# Ray-O-Scope is portable too!

Weaver's new Model WX-50 Portable Ray-O-Scape is an improved version of the popular WX-40. It is equipped with patented 4-cell photoelectric cell unit, high-low left-right aim meters and candlepower meter in one case on front of tester. Headlights are aimed with precisions tirely by instrument. Extreme accuracy and high speed checking now combined with portability



e your Weaver Jobber, or write us for Bulletin 5AJ-473 on the new Weaver Headlight Testers. WEAVER MFG. CO., SPRINGFIELD, ILL., U. S. A.





# A terrific PLUS for TEXACO DEALERS

# CUSTOM-MADE HAVOLINE

...with a CUSTOM-MADE advertising and sales promotion campaign to match!

# A GREAT OIL MADE EVEN GREATER!

Yes, the new Havoline is custom-made

. . . the best motor oil money can

buy! It passes all requirements for

heavy-duty lubricating oils, including

the tough government and industry tests!

+ OVER 50 MILLIONS REACHED
REGULARLY
ON TV—IN MAGAZINES!

Custom Made Havoline is now shown and sold on America's No. 1 Television Show, starring America's No. 1 TV performer. Milton Berle. Wook after week, in the leading national magazines, big full-page, full-color ads are telling our owners everywhere about this great



Thousands of poster boards—coast to coast on the highways and in the towns during March and April. Every poster a brilliant stopper, a solid reminder of the new Custom-Made Havoline, sold under the big red Texaco star.

# POWERFUL DEALER PROMOTION!

And available for Texaco Dealers to use locally—banners, window streamers, direct mail, special give-aways, and other Custom Made Havoline promotion items, a great custom-made camining.

CUSTOM-MADE

No wonder TEXACO DEALERS! are such busy dealers!



A Great Line-up for TEXACO DEALERS

Sky Chief and FIRE-CHIEF GASOLINES

HAVOLINE and TEXACO MOTOR OILS · MARFAK CHASSIS LUBRICATION · PT ANTI-FREEZE · REGISTERED REST ROOMS

# You'll keep busy making money



## LOOK AT THESE FIGURES

 Sale Price | 12 Shocks |
 \$67.50

 Installation Charge |
 7.5¢ per wheel |
 9.00

 YOUR TOTAL SALE YOUR COST YOUR PROFIT
 39.30

 \$37.20

Kit Includes These Sales Helps At No Cost to You

Counter Display Houdaille Catalog Window Streamers Display Cards Window Decal Check Cards • Here's your key to shock absorber profits with minimum investment and maximum turnover. You stock only twelve Houdaille Direct-Action Shock Absorbers. Yet with them you can service a big slice of your trade—late models of Fords and Chevrolets—all Plymouths, Dodges, DeSotos and Chevslers built from 1938. Dealer investment—only \$39.30. Gross profit (three complete installations)—837.20 or almost 100%! Time required—less then I hour per car. Tools needed—just a wrench, hammer and screw driver.

What's more, by stocking this small Houdaille Assortment, you qualify for equally attractive profits on all other Houdailles you sell. They're available from your distributor when you need them. So with a trifling investment, you can render broad shock absorber service—and make the big profits that go with it.

Tests have proved that no service station is too small to make money from Houdaille Shock Absorbers just by stocking the assortment. And think of the return — around \$12 an hour for the time involved. So don't delay. Call your Houdaille distributor or write today for Service Station Assortment #1.

# HOUDAILLE-HERSHEY CORPORATION

HOUDE ENGINEERING DIVISION

BUFFALO 11, NEW YORK

America's Pioneer Builder of Hydraulic Shock Absorbers

Hoo dye

GROWING

Year after year, in the face of ever-increasing competition, MRURY has made ever-increasing sales gains. 1949 was 36% higher than 1948 and 1950 looks even better than ever!\* No wonder MRURY dealers are feeling so confident today!

For example, February, the shortest month of the year, was the biggest month in Mercury's entire history.

Better than ever for you — MERCURY

1950



Big National and Farm Magazines Carry
"DIRT-PROOF" ADVERTISING to 18,843,981 Readers

# 6 MORE APRIL SALES BUILDERS!



# AC Spark Plugs with patented CORALOX Insulator

More and more vehicle owners want ACs with COR ILON Insulator, greatest spark plug advancement since the one-piece plug. Increase your April service sales by replacing worn plugs with widely advertised ACs, with patented CORALON Insulator.





## AC Fuel Pump, "Heart of the Fuel System"

20,000,000 Fuel Pumps need replacing every year. Get your share with AC, the only nationally advertised Fuel Pump. Your AC wholesaler can show you how to make big profits with a very small inventory of fast-moving types.





## AC Speedometer Cable and Casing

AC Cable and Casing are original equipment on half the cars on the road. Their superior quality makes then ideal for replacement. Failormade assemblies are packaged for your convenience. Bulk cable and casing, with party, also available.





# AC Air Cleaners and Elements

Another field in which AC leads in equipment volume. Big replacement element market. Heavy duty AC Air Cleaners for cars, tractors and trucks are available through your AC wholesaler.





## AC Flexible Gasoline and Oil Lines

This complete AC Make-up Kit is for dealers who prefer to make their own flexible line assemblies. Tailor-made assemblies are also available, with an attractive Wall Merchandiser which stocks and sells. Sell new lines when you install Filters and Fuel Pumps.



SENFRAL



## AC Gasoline Strainers

Put this AC Counter Carout on your showcase. It sells, The AC Strainer Element is fibre disc, impregnated with Bakelite, for definite and controlled porosity, Every engine needs a good gasoline strainer, to protect the carburetor,



.....

BIVISION

# Sell-the Battery that's EASY to sell!

# SELL DELCO

Delco is the nation's "number one" battery because more Delco batteries are used as original equipment in new cars than any other make.

And Deleo will retain its national position and popularity because national advertising and nationwide promotions will continue to stress Deleo's dependability and value.

The conclusion is obvious: if you want easier battery selling, sell Delco—the battery that is easy to sell!





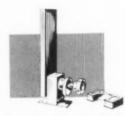
DELCO BATTERIES - A UNITED MOTORS LINE

Available Everywhere Through



United Motors Distributors





NEW KENT-MOORE CONNECTING ROD ALIGNER (J-3210) Redesigned to incorporate a new clamping de-vice suitable for all makes and models of passenger cars and light trucks. Eliminates need for special arhors, saves time last in changing arbors! Simple, easy to use, provides greater accuracy. May be mounted to bench or held by bench vise

Price: \$45.50

number of unprofitable operations . . . jobs that actually cost you money to handle. And chances are, too, you'll

find these losses are generally the result of make-shift service methods due to the lack of proper tools and equipment. And that's where Kent-Moore comes in. For you see, Kent-Moore Organization has devoted over 25 years to Specialized Service Engineering, Working closely with major automobile manufacturers, they design, engineer, manufacture and distribute the special service tools and equipment required to put profit and satisfaction in every automotive service operation,

So if you want to save time, money and effort in your shop . . . if you want to build your service business with a net gain on every job, better get hold of the new Kent-Moore Service Tool Guide. It's loaded from cover to cover with all the information you need to find the tools you have to have. And a copy is yours for the asking,

# Kent-Moore ORGANIZATION, INC.

GENERAL MOTORS BUILDING . DETROIT 2, MICHIGAN Sales and Service Engineering Representatives in Principal Cities Coast to Coast;











STOP DRAFTS

with

DURKEE-ATWOOD

DOR-TITE

THE ORIGINAL
SPONGE-RUBBER STRIP WITH PATENTED
NON-STRETCH FABRIC BACK

# A 2-WAY PROFIT ITEM!

# SELL DOR-TITE SERVICE SELL IT BY THE BOX

Old cars, new cars—both develop annoying squeaks, rattles, rumbles, and drafts. You can give welcome service by putting an end to noise and stopping drafts with Dor. Tite and make money doing it. Dor. Tite is easy to use. Just cut off a strip the right length, remove the plastic protective cover from the adhesive back, fit it between joints or whereever there's metal-to-metal contact, and it sticks permanently. Use it around doors, trunks, ventilators, cowls, truck doors, hoods etc. For shop use, buy Dor. Tite' in the large, convenient-to-use rolls.

You'll find Dor-Tite a fast-moving, profitable counter item too, particularly in the new, colorful enameled-steel merchandiser. It stops, interests and sells customers without sales attention on your part. Dor-Tite has over a thousand uses on cars and trucks, in homes, shops and industry. Everyhody is a potential customer.

# DOR-TITE COUNTER MERCHANDISER

# multiplies sales and profits!

Sets on your counter where nobody can miss it. Stardy enameled sired, complete with 48 packages of the six fastest selling Dor-Tite sizes. Shows actual samples of different sizes on from Suggests mans applications. Displays, regular Dor-Tite box. Ask your Johber salesman or write direct.



DURKEE - ATWOOD COMPANY MINNEAPOLIS 18,

MANUFACTURERS OF 41 AUTOMOTIVE RUBBER AND CHEMICAL PRODUCTS

# YOU ALWAYS HAVE A WINNER-

when you choose

You can always count on Packard automotive cable to give you a winner-in economy, performance and enduranceon all jobs under all conditions.

Packard is easy to stock-easy to sell. It is widely distributed-nationally recognized. Moreover, it offers more sales helps and services than any other manufacturer. Clearly marked, self-displayed cartons keep cable clean-give complete size, gauge and application data at a glance.

Yes, Packard is the big winner . . . winner in sales—winner in customer satisfaction. For highest quality, for more miles per replacement, stock Packard cable—chosen as standard equipment on more cars. trucks and buses than all other makes.





DID 'YA KNOW?

A single battery supplies the power for a car's entire electrical system. It's easy to see that the cables carrying this big load must be properly installed, carefully serviced and above all built of fine materials. That's why experienced servicemen stock Packard cables. These men know Packard tops them all for performance, endurance and dependabilitycarries the battery power on more automobiles than any other make.

Packard Peto

FOREMOST BUILDER OF AUTOMOTIVE AND AVIATION WIRING



"Building for the future on a 30 year record"
SAINT LOUIS 10, MISSOURI

PISTONS . PINS . VALVES . BEARINGS . WATER PUMP PARTS BOLTS . BUSHINGS . SILENT-U SHACKLES . SLEEVES . WHEEL SUSPENSION PARTS OLD CARS,

YOUNG CARS,

ALL CARS WANT...

Vew car

"all the power without the noise

I.T. MEANS "NEW CAR" QUIETNESS



The "New car" quietness of Walker Individually Tuned Silencers starts with the famous, patented, Walker Louvered Tube which swirls the exhaust gases in one direction. To it, Individual Tuning adds such other controls as are needed to accurately control the exhaust noise within correct and acceptable limits.

I.T. MEANS "NEW CAR" PERFORMANCE



Each Walker Individually Tuned Silencer is scientifically and accurately checked against the specific performance standard for the particular engine on which it is to be installed.

I.T. MEANS PROFITABLE INSTALLATIONS



Ease and speed of installation depend on accurate fit. Walker Silencers are Individually Tuned to fit in every detail—not merely in overall physical dimensions. Design standards and manufacturing controls allow no compromise in shape or contour of headers which might affect the exact location of inlets and outlets. I.T. MEANS FIT AND FIT MEANS PROFIT.

WALKER MANUFACTURING COMPANY OF WISCONSIN . RACINE, WISCONSIN

# quietness



# .. IT'S YOUR KEY TO STEPPED-UP SILENCER SALES



Tie in with Walker's Great New Springtime Silencer Selling Drive on noisy, winter-worn mufflers! Cash in on Walker's Powerful "New Car" Quietness Advertising being seen by your customers in The Saturday Evening Post! Get into the muffler money—with Walker Individually Tuned Silencers!

Your customers don't enjoy riding around with the roar of a leaky, worn-out muffler dinning in their ears. Springtime is pleasure driving time! And any car owner who is losing power and wasting gas-

oline because the "insides" of his muffler are collapsed, is a sure-fire customer.

Every time you replace a noisy, wasteful, winter-worn muffler with a Walker Individually Tuned Silencer, you can be sure your customer will enjoy maximum quietness and comfort. The Silencer you put on his car is specifically engineered for his particular make and model of engine, and his alone. Its design provides for every characteristic of the exhaust sound—power notes, "come-down,"

roughness or "spit," and shell noises. Only through such detailed muffler engineering can "New car" quietness be assured.

Equally important, a Walker Individually Tuned Sileneer will never rob the car of its power and performance—because its back pressure never exceeds that established by the car maker.

I.T. means all the power without the noise. Get into the muffler money now, when more mufflers need replacing . . . when ear owners are eager for the "New car" quietness and "New car" performance of a Walker Individually Tuned Silencer.

Listen for the tell-tale sound of those noisy, winter-weary mufflers. It's music to your ears—the very pleasant music of your eash register ringing up profitable Walker Silencer sales.

Get into the muffler money with "Individually Tuned"

# WALKER SILENCERS

\* I.T. MAKES THE DIFFERENC







OIL FILTERS



ELECTRIC LIFTS





You can figure that come instomers will be driving in damp weather a good percent of the time. Those are the days that you and the customer both will be glad you invialled a Blue Streak Melanimy distribution head.

When a spark flasher across the wet surface at an reducary distributor head at sum limits and carbonizes a path on the surface. This carbonized path then avoings a permanent conductor for the quite. Park — the deviation head is also

Not so when a spark flashes across the wet surface of a Bine Streak distributor head usualated with Melanine. There is no birming, no destructive carbiographic becomes Melanine has tremendous an resistance.

This Blue Stack distributor head with Melanina insulation is added life insulative for the customer's ignition system and reputation insurance for you. Ask some address for one the resist time you index

# better your business...buy Blue Streak

STANDARD MOTOR PRODUCTS, INC. LONG ISLAND CITY I NEW YORK



# Backed By POWERFUL POST ADVERTISING CAMPAIGN

TO CREATE TREMENDOUS DEMAND—
TO GET FAST TURNOVER AND PROFITS FOR YOU!
ORDER NOW! See Your WHIZ Jobber for Your Supply!
Advertising Campaign Breaks April 15—Deal Ends June 30

#### MOTOR RYTHM®

#### Special Deal

SPECIAL 2-CASE PRICE ... 511.04

REGULAR \$21.60 VALUE

#### YOU BUY

#### YOU SELL (Regular \$1.50 Value)... 76¢

 Sell 1 Pint at Regular Price
 \$0.75

 Offer Customer Extra Pint for
 01

 Combination Costs Only
 \$0.76



THE ONIGHNAL TUNE-UP FORMULA
TUNE-UP FORMULA
TOURS

TOURS

TO CRANK ASSE WITH TACH OIL CHANGE
TOURS UP THEN
TOURS CARBURATOR EVER 5000 MILES
THE CREASES GAS MILEAGE
INCREASES GAS MILEAGE
INCREASES GAS MILEAGE
THE CREASES G

### "THEY NEVER MISS ..!"

by Gum

Do you suppose they Do IT ON PURPOSE? WE MEAN THOSE JOES, WHO WANT TO USE THE PHONE ...



THEY'RE ALWAYS LONG ON GALL, AND SHORT ON CHANGE!



# The big change is to Prest-o-lite

Look How You Build Volume and Profit

- ★ SENSATIONAL HI-LEVEL—needs water only 3 times a year in normal car use— 70% longer life in tests conducted according to S.A.E. Life Cycle Standards.
- COLOR PAGES IN NATIONAL MAGAZINES—national consumer and farm coverage in leading magazines reaching over 13,000,000 homes.
- \* OUTSTANDING DEALER PROGRAM—sales stimulators, signs, counter cards and direct mail—everything you need to boost sales. See your local jobber or write to

PREST-O-LITE BATTERY COMPANY, INC.

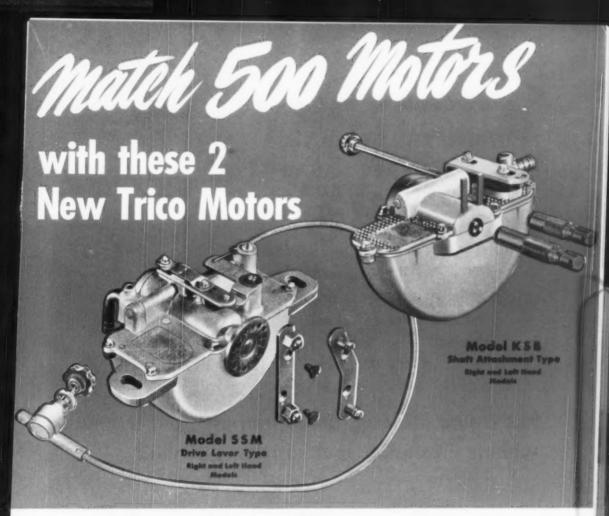
**Prestolite** *hi-level battery* 

... needs water only 3 times a year

Ask about the Prest-o-lite Profit Plan



"In normal car u



### ...they fit millions of cars dating back to 1932

To enable dealers everywhere to service the tens of millions of Trico-equipped cars now approaching "old age," Trico has developed these two new Universal-Interchangeable Windshield Wiper Motors.

With them...plus a kit of assorted shafts and drive levers...you can match over 500 Motor models dating back to 1932, all originally built by Trico.

Trico Wholesalers carry complete stocks of replacement Linkages, Blades and Arms and will also continue to supply replacement Motors in original equipment styles.

Ask your Wholesaler to show you the Universal-Interchangeable initial stock assortment.

TRICO PRODUCTS CORPORATION, BUFFALO 3, N. Y.



WINDSHIELD WIPERS

Copyright 1949, Trico Products Corporation, Buffalo, N. Y.

COSTS UP? PROFITS DOWN?



American Brakeblok

has a sure-fire program to increase your business without increasing your costs or overhead.



NAPA Jobbers everywhere and 39 warehouses have all the details.

See your NAPA Jobber Salesman.



Brake Shoe

COMPANY

AMERICAN BRAKEBLOK DIVISION

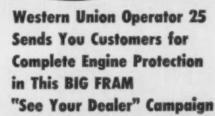
Detroit 9, Michigan



TIE UP WITH ME AND

I'll Tell the World You're a

FRAM Dealer



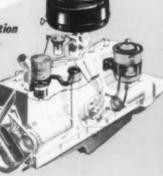
In thousands of communities from coast to coast, motorists will call Western Union by number and ask for Operator 25 to get the names of their nearest Fram Dealers. Make sure your name is on her list. Sign up with your jobber as a Fram Dealer for '50. Here's why those neighbors of yours will call Operator 25. In Saturday Evening Post, Collier's and Popular Science, big full-page ads and spreads sell hard on Complete Engine Protection . . . wind up urging readers to get your name from Operator 25. On arterial highways from coast to coast, giant billboards catch the eyes of traveling motorists and send them to the phone for your name.

**Se sure** you're signed up... stocked up. Tie-in, cash-in on this big "see your dealer" campaign. See your jobber now!

FRAM CORPORATION, Providence 16, R. I. In Canadia: J. C. Adams Co., Ltd., Toronto, Ontario.

#### Sell Complete Engine Protection

Thousands of Fram Dealers cashed in on the Famous Fram Oil & Motor Cleaner . . . selling the original installation and building handsome profits on replacements. Now Complete Engine Protection offers you the same opportunity on a bigger cashe . . . four great filters with a minimum of eight replacement cartridge sales every year. Your Oil Filter customers are hot prospects for Complete Engine Protection. Do them a favor, put a new profit in your pocket.



FOR Complete Engine Protection

FRAM

FILTERS



#### TRADE DEMANDS EXTENSION OF BIG FREE GOODS DEAL!

Are you among them - the thousands of dealers who've eashed in on this free goods deal and have cracked the whip for more of the same? Yes, we've given in to the trade's demands and have extended the Plastic Gloss Free Goods Deal 'til April 30th!

Stock up on the polish that gets the repeat business, piles up the extra profits. Order enough to earry you through the season. Get 133-1/3 percent profit for yourself. Order from your jobber today?

### Free! PROFIT-PROVER KIT!

Try, test, prove that Plastic Gloss has what it takes to get the business, get the repeats, get the profits!

A request, on your letterhead, gets the Profit - Prover Kit - FREE!

#### 4 cans free - worth \$5.00 - with every case

Special Deal No. 1	Lise	Your Cost	Your Profit
Regular case - 24 pints	\$ 30.00	\$18.00	\$ 12.00
SPECIAL CASE-24 pints plus 4 pints FREE	<b>8</b> 35.00	\$18.00	\$17.00
Special Deal No. 2			
3 Regular Cases — 72 pints	8 90.00	\$48.60	8 41.40
3 SPECIAL CASES—72 pints plus 12 pints FREE	\$105.00	\$18.60	\$56.40
Special Deal No. 3			
6 Regular Cases — 144 pints	\$180.00	\$90,00	\$ 90.00
6 SPECIAL CASES-144 pints plus 24 pints FREE	\$210.00	\$90.00	\$120.00

Buffalo
PLASTIC FINISH CO.
Incorporated
152-154 DAK ST., BUFFALO 3, N. Y.

How many profit making deals for you?



No unbalanced
operation—no swirls—
just EXCEPTIONAL
POLISHING

Speed · · ease · · reduced costs · ·

greater profits in polishing, rubbing and waxing

with

SOUL POLISHING UNITS



AUTON ALIMENTAL PROPERTY AND AUTON ALIMENT MACINI PROPERTY AUTON ALIMENTAL PROPERTY AUTON ALIMEN

SIOUX Polishing Pad No. 1211

Deep, thick, tough, long lasting wool nap. Strong canvas back. Hole in center for centering and clamping on holder—eliminates unbalanced operation and swirls—special feature. A wonder on patch work, blends new with old, completely hiding patch. Produces a superior finish on all polishing, rubbing or waxing

No. 843 Wool Bonnet same as No. 1211 except bonnet type. SIOUX Electric Polisher No. 1200 gives correct speed long life—dependable service. For easy and quick results get SIOUX.

Permanently lubricated— 115 Volt A.C., D.C. Motor. Comes complete and ready to go to work.

Sold Only Through

SIOUX Auto Polish

For machine or hand polishing. Quickly cleans all surfaces and polishes in one operation. Restores original finish without injury to it or fine striping. Contains no injurious ingredients. Our own scientific formula—based on years of research.

Authorized SIOUX Distributors

STANDARD THE ALBERTSON & CO., INC.



SIOUX CITY, IOWA, U. S. A

# ADVANCE CENTURY WHITE SIDEWALL CLEANER PLEASES EVERY ONE OF MY CUSTOMERS...



YES, AND HERE ARE 8 OTHER ADVANCE CENTURY WASH AND WAX PRODUCTS THAT ARE JUST AS GOOD!



**TIRE SHEEN**—Concentrated Black Tire Paint —\$2.25 a gallon.

RUBBER RENEWER—Heavy Black Paste for Renewing Black Tires—\$1.60 a gallon.

**RUBBER WAX**—A Black Paste Tire Dressing, with Wax Base—\$2.00 a gallon.

**DUAL CLEANER**—A Safe White Sidewall Cleaner—\$2.00 a gallon.

**NEUTRAL** WAX—Renews Appearance of Colored Floor Mats—\$2.00 a gallon.

PRE-WAX CLEANER-Cleans Car in One Hour-\$2.25 a gallon.

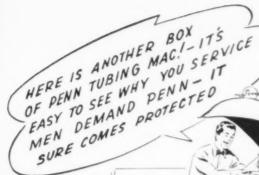
CAR FOAM—One-Half Ounce Washes 2 to 3 Cars—\$2.50 a gallon. 5 gallon pail—\$8.50.

INSECT REMOVER - One Gallon Cleans 500 to 800 Cars-\$2.25 a gallon.

Wash and wax customers everywhere are enthusiastic about Advance Century White Sidewall Cleaner. It cleans 4 tires to gleaming beauty in just 5 minutes. (\$2.00 a gallon.) Gives a million-dollar look for pennies. Now, get acquainted with these other Advance Century Wash and Wax Products that will give you a still bigger reputation for doing a bang-up job! Order by case lots and save!

Write today for case lot prices. All products sold with money-back guarantee! Your Jobber Will Deliver





THAT'S NOT ALL BILL
THAT'S NOT ALL MAKES

UNIFORM ANNEAL MAKES

UNIFORM ANNEAL MAKES

UNIFORM ANNEAL MAKES

INSTALLATIONS EASY AND

INSTALLATIONS EASY AND

INSTALLATIONS

IS A HIT WITH

IS A HIT WITH

IS A OWNERS TOO!



Look for the Ring of Quality in tubing and write for Penn's quality control story.

PARTS DEPT

Jobbers everywhere agree

AUTOMOBILE MEN DEMAND Penn

THAT'S WHY Penn IS THE No. 1 AUTOMOTIVE TUBING

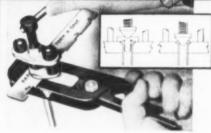
#### SERVICE MEN ALSO AGREE ON PENN'S PAPCO TUBE TOOLS



The Paper No 400 Tube flar ing Tool six tools in one quickly seek the right size



The re-plytionary Papea No. 500 Culting Tool gives fine, fast, clean, square ruts—efficient, effortless performance.



form a Gage" is Papeo's new, modern height gauge with double flare plate 15 sizes in one! which assure better double flares. Only Papeo has "Form a Gage."

FOR QUALITY TUBING-

# Jenn BRASS & COPPER COMPANY

ERIE, PENNSYLVANIA, U.S.A. . PHONE 3-5111

# DISPLAY THIS POSTER NOW WHILE MILLIONS ARE SEEING IT

IN NATIONAL MAGAZINES!

It is a great reminder to buy CHAMPIONS!

Available from your Champion representative or jobber salesman on request.

Be a Champion

Listen to the CHAMPION ROLL CALL ... Harry Wismer's fast sportscast every Friday night, over ABC network

SUMMER AHEAD



Dealer | TPAYS!

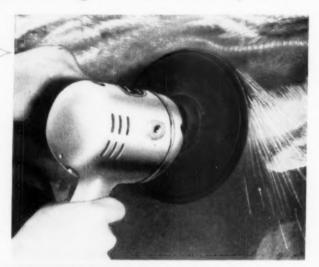
CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

# NEW TOOLS put NEW PROFITS in Used Car Reconditioning, Intermittent Body Work!

## New BLACK & DECKER

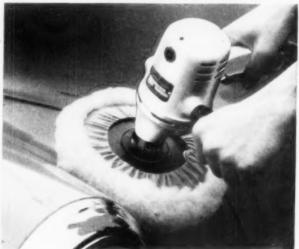
7" Junior Sander

SPEEDS UP INTERMITTENT SANDING. GRINDING, RUBBING, CLEANING! Uni versal motor in line with spindle and "right angle" handles give this new Black & Decker Sander perfect operat ing control, better balance, greater compactness. Ideal for touch-up jobs and working in close quarters. Weighs only 8 lbs. Switch and bearings sealed against dirt. Choice of three other B&D Sander models for heavier duty (7" and 9" disc diam., from \$67.00).



#### New BLACK & DECKER 7" Junior Polisher

SAVES TIME IN INTERMITTENT POLISH-ING. WAXING. RUBBING! Same design features as 7" Junior Sander for easy handling. Same quality construction throughout for long life, smooth running heat treated gears, grease-sealed ball bearings, etc. B&D Polisher line also gives you your choice of exclusive Automatic 7" model (\$82.00), which feeds polish to the work automatically; and 7" Standard model (\$68.00) for continuous work without automatic feature.

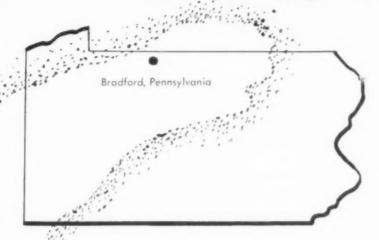


PORTABLE ELECTRIC TOOLS

SEE YOUR NEARBY B&D DISTRIBUTOR for free demonstrations of how these two new, handy tools will help you give used cars a new look for more buyer-appeal, better prices! Write for free catalog of over 100 other profit making Electric Tools to: THE BLACK

& DECKER MEG. Co., 633 Pennsylvania Ave., Towson 4, Maryland.

### There is only One!



Bradford-Pennsylvania crude oil IS the world's finest! . . . It's the most expensive, toughest, oiliest, most heat and wear resistant crude in the world. And, Veedol Oils are refined 100% from this world famous crude. There's a fact worth remembering!

IMPROVED VEEDOL MOTOR OIL, refined 100% from this superb crude, contains a new ingredient that actually makes motors run cleaner . . . checks sticky, corrosive compounds caused by oxidation . . . helps today's high speed engines deliver smoother power!

150-HOUR VEEDOL TRACTOR OIL is refined especially for tractors and made 100% from Bradford crude. Veedol's excellent quality is apparent to tractor owners because it stands up for a full 150 hours between changes in gasoline fueled tractors——cuts oil consumption in all tractors, regardless of fuel used.

You'll find that Veedol customers are grateful customers customers who make repeat purchases . . . meaning added profits to you. Veedol Oils and Greases are sold through independent distributors. Write for information today!

TIDE WATER ASSOCIATED OIL COMPANY
New York — Tulsa — San Francisco

Atlanta, Rhodes-Haverty Bldg.







#### SELF-CONTROL STARTS HERE



AND TO RESTORE

ENGINE PERFORMANCE

#### OIL-CONTROL STARTS HERE

#### To Stop Oil-Pumping, Replace Worn Engine Bearings

There's a sure-fire way to protect yourself on any engine reconditioning job—always check the engine bearings and, if worn, replace in sets. Worn bearings let excess oil throw-off reach combustion chambers. It burns to motor-fouling carbon on plugs, valves, pistons and rings. If badly worn bearings are

left in an engine, the best of new rings can't handle the excessive oil throw-off! Replace with Federal-Mogul Oil-Control Bearings – they are engineered for the job!

FEDERAL - MOGUL SERVICE

(Division of Federal Mogul Corporation)

DETROIT 13, MICHIGAN

control oil-pumping where it starts—REPLACE WITH

FEDERAL-MOGUL





In dramatic new poster-style ads, Grizzly is selling

jour services to millions of car owners via Post and Collier's! Every ad has a chuckle, but a serious selling message too. For each ad hammers home this message

"Have your brakes checked regularly, at least four times a year." Ask your Grizzly Distributor about new promotional material that will help you make

the most of this powerful new Grizzly campaign. Grizzly Manufacturing Company, Paulding, Ohio.



GRIZZLY

BRAKE LINING

Watch Grizzly Advertising in the Saturday Evening Post and Collier's!



Famous for over 35 years for smooth, soft-pedal, safe stops: "Synchro-Sets" for

#### ALUMINUM BACKED HEAVY DUTY BLOCKS

Aluminum sheets bonded to shoe side increase block strength and provide uniform contact, more effective heat dissipation and greater holding power.



#### THE BEST YOU CAN SELL!



Meets or excels all SAE tondards. Chemically table Anti-foam Modrate duty type for ange of 300° to -80° teavy duty type. 325° BRAKE PARTS
Finest Materials—
precision workmanship
toses, Stoplite
Switches,
Wheel and
Moster Cylinder
Repair Kits.





Write for catalog







#### To Serve You Better...

The Jobber that selects Hirsig lines gives you (1) the best value, (2) the best profit opportunities, (3) the *complete* sales service of Hirsig territory managers and merchandisers. Hirsig men, with their long automotive experience, create and maintain the kind of service that helps your jobber serve you better.



ANCO ANDREWS ARROW ARMATURES AUSCO JACKS BCA BEARINGS CAMEL PATCHES CASCO PRODUCTS

CLEVELAND CHAINS DURO TOOLS ELECTROLINE FRAM GRAY HERSHEY HERCULES UNIVERSAL JOINTS

HUFFMAN KRYLON LINMAR PUMPS MANLEY VALVES MICHIGAN BEARINGS MITY MIDGET P

SANDERS MONROE SHOCK ABSORBERS BUSTMASTER SEALZIT SUPAR BREEZIES SUPERSTATS THERMO ANTI-FREEZE THOR BATTERIES TRIPLEX PISTONS TYSON BEARINGS WICKWIRE SPENCER

#### LAWRENCE M. HIRSIG & CO.

Manufacturers Direct Representatives . JACKSONVILLE 2, FLORIDA

Nothing like this has

# SPECIAL PROGRAM

FOR SELECTED DEALERS



Ask your jobber

Ask your jobber about this Special Du Pont Program. Don't miss a word of the exciting profit plan your jobber's salesman can offer you. You can put it to work right now for additional spring and summer conditioning profits, and it offers a golden chance to make this the greatest antifreeze profit season you've ever known.

# ever been done before!

### So don't buy a drop of anti-freeze until you've seen the complete Du Pont promotion and profit plan for 1950

The automotive service industry has never seen anything like this special Du Pont Anti-freeze Profit Plan. With it, you'll not only sell more anti-freeze, but also more sealing compounds, more cleaning and flushing chemicals and more pumps, thermostats, and hose clamps. And . . . you'll be able to give the type of service for which your customers will gladly pay.

This unique program is the result of three years of planning. You'll find it complete down to the last detail-full of proved promotion ideas and with all the material you need . . . window displays, selling helps, procedure forms and the most practical and revolutionary cooling-system manual ever designed.





"ZEREX"

\$3.50 A GALLON-"Zerex" antirust, anti-freeze is the new favorite among premium-priced anti-freezes. When you stock both "Zerone" and "Zerex," you're in a position to meet the needs of all your customers.

PREG. U. B PAT. OFF.

BETTER THINGS FOR BETTER LIVING ... THROUGH CHEMISTRY

"ZERONE"

rust, anti-freeze than any other brand

Order this fast-seller now, to be sure

to get your share of the big market for

standard-priced anti-freeze.

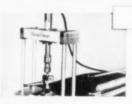
## ONLY Porto-Power does all this

Here is a PARTIAL list of "Porto-Power" uses:





#### GENERAL REPAIR WORK



#### PRESS OPERATIONS

Re bush spindles—remove and replace grain, bearings and pins—re arch springs— straighten rods, bumpers and parts,



#### SPECIAL FORD REPAIR WORK

Remove and intert shackle study — semove spondle pois on both passenger cars and tracks — pull wheel subs — spend springs.



#### AUXILIARY FRAME AND AXLE WORK



#### RECONDITIONING AND MAJOR BODY WORK



It's sound to get all the push-pull-clamp-hend-spread-

Now, when bidding on body and repair jobs is sharp . . . when reconditioning costs must be a minimum . . . You'll say: "I'M GLAD I OWN A PORTO-POWER" On many jobs "Porto-Power" is the difference between getting or losing business and between profit or loss!

all the work listed on this page. Ask a Blackhawk jobber to recommend a selection of "Porto Power" equipment

Parto-Pawer" is the exclusive (trade name registered) product of BLACKHAWK MFG. CO., Dept. P440, Milwaukee 1, Wis.

THE "PORTO-POWER" LINE IS ALL THIS AND MORE











- for rigidly holding body sections

# OUTHERN

Covering Automotive Sales and Service

Vol. 30 APRIL, 1950 No. 1

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that handles all automo-

tive work-heavy or light. You can use it for body touch-up, gas tank, gas line and radiator repair, instruments, ignition, generator and other electrical work. It's husky for heavy duty, yet compact and handy -gets into the tightest spots, even under the dash. Pays for itself in a few months, too! 5-second heating means mechanics lose no time. Trigger-switch control means no current wasted-no need to unplug the gun between jobs.

You'll solder faster and easier with Weller's new Auto - Mechanics Gun. Chisel - shaped RIGID - TIP provides more soldering area for faster heat transfer. And new "over-and-under" terminal design gives bracing action to tip. No other soldering tool offers the auto technician so much convenience. Order your new 250-watt Weller Gun from your automotive parts distributor today, or write for bulletin direct.

Soldering Guide Get your copy of "Soldering Tips"—new, fully illustrated, 20-page booklet of practical soldering suggestions. Price 10c at your distributor's or order direct.





825 Packer Street Easton, Pa.



\*Reflecting 39 years of progress in Oil Control!

# Sealed Power

MD-50 STEEL OIL RING

The only ring with the FULL-FLOW SPRING

Best-even in BADLY TAPERED GUT-OF-ROUND BORES

Sealed Power Corporation Muskegon, Michigan

Sealed Power Carparona Méskégen, Michigan

SADLY TAPERED GUT-OT-ROUND BORES

MD-50 STEEL OIL RING

Sald idea

Reflecting 39 years of progress in Oil Control!

Sealed Tower Piston Rings

BEST IN NEW CARS

BEST IN OLD CARS



# SPOTLIGHTING the NEWS

Get into politics! as Dodge Dealer A. W. Gragg tells about doing in the article beginning on page 59, but you can "Get into Democracy!" It's pretty simple, you just register for the elections coming up later this year and in due time vote-Automobile folks generally are poor ones at voting. Gragg cites some powerful figures which show the truth of this statement. If you don't vote, then do you feel that you

Today's cars require mechanics with Train 'em. many instances of guessers, not mechanics, giving the

equip repairmen to do an intelligent job. The shop which tightens the brakes and charges a tourist for find it hander to stay in

Striping tough job when done by the most highly skilled men. One Georgia shop has simplified this tremendously. A projection machine is now used. For example, a bak ery wanted its truck paint

ed to resemble the wrapping on its loaves of broad. A reflected the wrapper, greatly enlarged, and all its colors over the truck. The painter merely traced the reflections on the body and later followed these outlines in striping Earlier the basic color of the wrapper had been sprayed over the entire body. If you're interested further in this,

Operating costs give all branches of the industry a lot of concern. Consider what three jobbers in different states found to be Parker of Mobile, found that when he charged off the prorata share of insurance, wages, gasoline, depreciation and the other items that figure into the picture, it was costing Motor Parts & Supply 72 cents for even order delivered.

whether it was a set of spark plugs or a big compressor. A Greenville, S. C., jobber found his cost to be fil cents per order and an Atlanta, Ga., wholesaler figured his to-

"Volume is up this year." in any business. But the reason given for this by a South Carolina jobber last month is even more interesting. He moved into another location some months ago-to a place where he has much bigger enstoner parking facilities. "If you don't make it easy for them to give you their business, they'll go to the other man," he commented. Service stationy learned long ago that women dravers liked to have plenty of space when they were drawing up to the pland. Now the service shops

Sunday sales direct localities. But the sevenor many cases. Last month Beach, Fla., petitioned the

open on Sundays.

" dealers in West Palm remain closed on Sundays. penalty for remaining

No resting

1949 production laurely was apparent around car factories as the first quarter of 1950 drew to a close. Despite the Chrysler strike, more than a nullion new velucles were turned out in January and February of 1950-about 200,000 more than in the same period last year. For the first three weeks of March, production of cars and trucks was more than 316, 700. If this production pace were continued throughout the year, it would mean a total of around 6,528,000 imits m 1950, or about 250,000 more than were built in the record year of 1949. With new-car stocks estimated at 12 cars a dealer-slightly lower than the average for the list are months - there was no indication that production would be slowed down anytime soon, especially if the usual spenny having measured up to dealers' expectations.

Show at Miami of cars and frucks on April 24:30 re expected to attract tens of thou sands, in view of attendance at the Chicago and Wash augton shows held a few weeks ago.



"It's a pleasure to do business here."



No doubt about it' LUSTERIZE SPRAY WAXING is the profitable, most-efficient way to wax cars the unly way from now on. Ask your WHIZ jobber to show you why LUSTERIZE WAX is the best, or write for more details. Remember LUSTERIZE SPRAY WAXING means many hours less labor and extra profits for you'



R M HOLLINGSHEAD CORPORATION Canadian Offices Terente \* Warehouses Dallas, San Francisco, Chicago

#### HERE'S HOW AND WHY YOU PROFIT-

- / Clean car first with solvent-type LUSTERIZE LIQUID CLEANER. Cleans quickly, thoroughly-easy on finish. Ideal for use with power buffer-saves time.
- Spray on LUSTERIZE WAX-takes only about 10 minutes to cover car. Gives protection equal to paste waxes-gets into cracks and seams.
- No hard rubbing or buffing needed to produce bright finish, because there's no heavy layer of excess wax to wipe off. Just wipe over wax—takes only 10 minutes from start to finish.
- Beautiful LUSTERIZE finish is long-lasting, superior protection. LUSTERIZE is pure carnauba - the finest wax known for wear. You'll get satisfied customers by doing top-notch work!

SOUTHERN AUTOMOTIVE JOURNAL for APRIL, 1950

### SALIONOMAT SALIONOMAT

#### To Get Better Government ---

# Get into Politics!

By A. W. GRAGG Bailey-Gragg Motors (Dodge-Plymouth), Brunswick, Ga.





Gragg (center) is shown at a meeting of the city commission — the officers of a corporation to which every voter in the City of Brunswick belongs, as he likes to put if.

The interests of the author are no longer chiefly confined under the roof at left. They have been broadened to take in the "running" of Brunssick.

A mosinessian thinkof government as an agency to do things for my collectively that cannot be done by individuals of a nation. He would call

ment of our social and economic or ganization. His training requires a non-productive department to operate on a low, or at least reasonable, cost. When he sees it balloon into a costly effort to do everything for everybody, he wants no part in it. And that is one reason why government gets that

Most insmessmen get into politics as 1 did when 1 became major of Brunswick Ga., on January 1, 1949.

His Honor the Mayor—a Dodge-Plymouth dealer—attacks the don't-care attitude and tells what happened when he adapted his business methods to civic service.

> That was the result of a determined effort by a group of humersonen to do something about the city adminitration. Now that I have had more than a year of d, my obest about participation in government civatallise with conviction.

I found that a bromewman can know lettle about a political job or about running for office. There were many people and groups in this city of 50,000 of whom I had many heard. Vide getting was not easy. I found, too, that a mangoing quietly along in business may not think year much about government of any kind, or nealone that his east govern

ment is simply following the spending course of county, state and federal government, without them or reason. And he will find notions in his city government quite as alarming as their counterparts in other governments.

We now have an million persuaemployed in national, state, county and local government, out of a total of 60,000,000 employed. That means that every tenth person is supported by one others in this country.





Training in precision received at this dealership, opened in 1944, and other concerns determined his approach to politics, Gragg said.

It's a long jump from automotive parts to poinsettias but a mayor needs to know about all enty property. Gragg (left) gets an explanation from City Manager Norman in one of the parks,

His Honor is shown below with the city manager and the park superintendent examining the flowers in a park adjoining the famous Marshes of Glynn.

Authorities say it is ilangerous to take as much as 25 per cent out of our national meone for government, and nevent world listory beans thus out. But we are more taking more than that out of it, which means that every one of us on a job is working nearly a third of his time, or nearly two days out of us, for government.

The money goes to finance this fine new theory that we must take are at everyhold. The idea of security has taken over in our Congress and legislatures. Someone has called it fine alead hand of security against the alean through the control opportunity." It may seem to benefit, but it tears down the self-reliance that makes this the land of opportunity.

I accepted the invitation to non-formayor because I saw that it was now duty to do so. I had no tasts forpulities. I am in a private business with my partner, A. F. Bailey, in Bailey Gragg. Motors, a Dodge Phmonth agency. I talked it all over with Mr. Bailey before I accepted and he approved, knowing that I would put up the best fight in any power. I exacted several conditions for running, one of which was that I



At 49 years of age I found invisely mayor of a thriving city, with no knowledge of what could be done or of the political way of doing long. All of my training and experience was in incelanual and includical things that had to be piecise. You can't compositive with steam horiers, dusely rigines in electric motors, and a bearing out the "almost" right; it has to

be exactly right even time.

This kind of training doesn't lead a man to make glowing promises to do this, that and everything else for all kinds of voters. We don't do things like that in a dealer agency. We don't tell a sales prospect that a new car will climb trees or run on pincapple times. So when you run continued as notes 1283.



# Promoting Sales with an Incentive Plan

Customers have a hard time deciding which one of these men is the owner of the station because they are all such good merchandisers. They are (l. to r.): Owner Frank Akridge and Employees Doug Aly and Ray Strange.

his men are so good that any one of the four can run the station as well as I can.

During a fan helt promotion one man sold 170 belts in one month, during which the station sold a total of 250, all of them actually needed by the customer. The star belt salesman has averaged 70 fan helt sales month-bever since.

Customers often ask who owns or manages the station, explaining that personnel is of such high type that it is impossible to single out the box. And a distributor told Akradge that his men are the best merchandisers in the distributor's territory.

Frank Akindge, formerly engaged in alernal work in a bank, got the ringe to enter the service station field during the war. One of his war-time remeater was a Dallar service station owner, for whom Akindge worked a

By Baron Creager Southwestern Editor

The way to make a supersence statum deserving of the name is through alert, aggressive personnel and the way to maintain that type of personnel is by paying the maintain hisable salary, supplemented with in come from some form of meentive plan.

That is the theory of management with which Frank O. Akridge entered the superservice station field on December 26, 1947. Application of his theory has paid dividends.

Akridge launched his Inwood Super-Service station in Dallas, Lexas, on calculations that he would handle 30,000 gallons of gasoline cach month. In five days of December in 1947 plus the month of January of 1948, gallonage was 46,000 and has averaged about 50,000 ever since.

Akridge says frankly that four of

Garages and dealerships, as well as service stations, could profit by this simple and complete duplicated form which helps Akridge select good men by giving him complete information. The other side is reproduced on the next page.

		LICATION FOR BE INVOCE SUPER SI	
Base (Frint)			Age Date
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Permanent Address			Yelephone No.
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In Case of Accident Mexify	Ease	Relation	
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year to learn the business, when hostilities ceased. Then Akridge took an oil firm's training course. In all he had 18 months of experience and observation before opening his own business.

"I learned more by observing other operators' mistakes than by studying the business," Akridge explains

Tor example, I had observed list less service station attendants and knew why they were listless. They were not paid livable salaries, they were worked II and 12 hours a day They had no incentive.

"Before I went to the army I had a personnel course at Southern Methodist University and in the Army all my work was in the personnel field-So I had invaluable experience there.

#### Pays Livable Wages

"And I knew it was one thing to get volume in a service station and quite another thing to keep it. So before I opened I determined to pay everyone the minimum livable wage. On less than that a man is not worth his salt."

Akridge surveved the most successful stations in Dallas and got a composite picture of their policies on paying personnel. He opened for business with eight white attendants and four Negro porters, all on 9½ hour shifts. The hyable wage at which each began work was decided by the individual's experience and his family status. Akridge does not believe that any man with a wife and child can possibly subsist on less than \$200 a month.

However, his top man now earns more than \$300 a month. Two have incomes of at least \$280 and the monthly pay of others as from \$260 on down to \$215. Porters average \$40 per week.

"After a man is with the organiza-



This is the other side of Akridge's employment form.

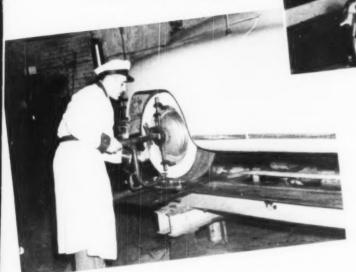
tion for a month," Akridge continued, "he is cligible for our commission plan, which provides the meentive.

Each month I take five per cent of the gross sales of oil and grease, five per cent of batteries, fires, accessories and shop work and ten per cent of wish, lube and polish work. This goes into a pot that is divided equally aming all the eligibles. Each man averages between \$30 and \$40 a month from this plan, the amount depending of course, on the number of eligibles and the amount of sales. Poeters get 25 cents on each tube and

Here's a typical morning line-up of cars awaiting service at the station.



# Equipment Sells Results. Not a Job



know when we will need that attachment again. But it was worth it to

The author is shown above turning an armature in his machine shop, housed in a separate room in his garage. Left: He cheeks a car garage. Left: He checks a on his well-kept aligner.

Of course, laying equipment like that is the exception. Most of the pieces in my shop are used often Equipment will last for years if it and care of all tools and equipment

The aligner, the huist for lube been used constantly for several years My men know they must clean up

Some shops spend an average of \$4 or \$5 a week simply replacing lost tools and attachments. And some minute job. These are expenses we

My shop way opened in 1932, so I know how important it is to control expenses. Some of the shops years will have to learn that too if they want to stay in luminess in a competitive market. Even a little thing like turning out a light is a

own bookkeeping. It takes a lot of time but I know the figures are accurate and I know where I stand. The

By CHARLIE STEVENS

Owner, Steve Motor Co. Birmingham, Ala.

That is why I have invested \$10.

In importance of imiden equipmost garage owners and dealers real-

cost them in lost customers and lost dollars if they mixtreat it. And by 'mistreat," I mean this

Suppose a customer drives in and says he's having trouble with his dis-tributor. The mechanic books it up ble, corrects it and sends the custhing that was bothering the customer was not caused by the distributor in the first place. The customer may the equipment. To me way of think The real purpose of equipment is

is to help the customer not merchandise a service directly," says the author. who gives equipment credit

unless we feel we can afford to buy

"The purpose of equipment for his successful garage.



This garageman does his bookkeeping in this neat office, which has comfortable chairs and magazines for customers. By doing this, he knows at all times what return he is getting on his investment.

shop must make a profit of the owner is to stay out of slebt and continue in business. Unlike a brick-layer and some other workmen who can do their work with a few dollars' worth of tools, the automotive repairman must make a considerable investment before he can begin operations. His charges must cover investment and overhead as well as parts and labor. More and more operators are realizing that they must keep a closer check on what their gross and not profits are.

It doesn't pay to cut prices too low in order to be competitive. If a mechanic hurries through a job or if he doesn't have the proper equipment because the low charge won't pay for it, the customer will soon realize that he isn't getting the service he should and he will change

My prices are higher than many of my competitors' prices. But we use a flat-rate schedule to make sure the charge for every job is fair and we try to correct the real trouble with the car in every case. That's what the customer wants.

Often a customer is mistaken about what is wrong with his car. The other day, for example, a man asked me to grind the valves on his cat. He described the trouble he was having and at first it did sound like a valve job was needed. But it's my policy to talk with a customer and find out as much as I can before I go ahead with the job he requests.

In this case I found that the compression was good. What the car needed was a good time-up. I have the equipment to do a fine granding job on valves but it wouldn't have helped this customer.

Good equipment—and plenty of it—is the only thing that makes it possible to turn out jobs that will satisfy customers. But don't mistreat it. You'll be mistreating your customers and yourself tou.

#### Did You Know

Over nine million persons in the United States now work at making, selling, servicing or commercial operation of cars, trucks and buses?

Motor vehicles provide about one third of all state government revenue and one sixth of all federal revenue?

Today the average passenger car gets over 35 per cent more ton-miles of travel from each gallon of gasoline than cars built in 1930?

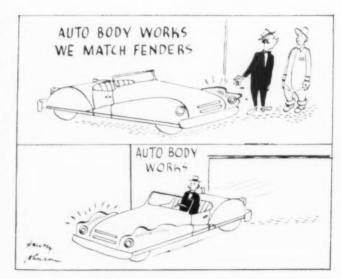
In 1930 the average new-car engine had a 5.1 to one compression ratio? In 1949, the ratio was 6.9 to one.

In 1949 the automotive industry used enough sheet steel to make a wall nearly 70 feet high around the boundaries of the entire United States?

Passenger-car bodies required about 200 million pounds of cotton last year—enough to make 20 dresses for every woman and girl in the United States?

The automotive industry used about 75 per cent of this country's plate glass output last year?

This data on the industry came from a recent announcement issued by the Automobile Manufacturers Association in Detroit.



# Nash Adds Low-Cost Rambler

The Rambles five passenger convertible, first model in a new series, is being unveiled this month by Nash Motors Division. The car, which is built with a 100 in; h which base, is priced below the lowest of to day's five-passenger convertibles, according to H. C. Doss, vice-president in charge of sales.

Additional safety protection is accomplished with two heavy steel side rails which frame the top of side win dows, one of the outstanding features in the construction of the convertible body. These rails also cares the builtin tracks for the electrically-operated top.

Mechanical features include an \$2 horsepower, six-eylinder I head engine and a new front-end suspension and steering design.

Longitudinal coil springs at the front, extralong and flexible are placed at the heavy steering knuckles to take direct vertical loads. The climinates abuse to the control arms



An electrically-operated top which moves along the rails over windows and can be stopped in intermediate positions between opened and closed is one feature of the Rambler five-passenger convertible.

linking wheels to body, company engineers said.

In the usual front suspension, coal springs are mounted lower, undway of the lower control arm, the engineers said. The lower arm in the Rambler, relieved of all but wheel alignment loads, can be made lighter, thereby reducing inspring weight. Front-suspension units are connected directly to the body structure.

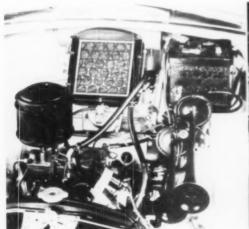
Direct acting shock absorbers are now placed between the inster ends of the lower control arms and a lood structural member. The steering gen is inverted, with pitman arm on top, to obtain desired steering gen metry and proper angle and position of the steering wheel. Steering stop screws are on the pitnan arm, contacting boxes formed on the steering gear homeing. The rods are toward of the front which center line.

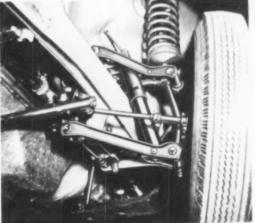
The 82 horsepower engine is smaller to the type used on the "600" somes but compression ratio has been in ed to 7.25 to one and several unnor modifications have been made.

Bore is 3.1.8 melies and stroke is 3.4 melies. Displacement is 172.6 cube melies. With reduced ask ratio of 3.78 to one and only 50.5 pointile per hunsemover to move, in formance

Continued on page 114

The six-cylinder, L-head engine is said to deliver up to 30 miles a gallon. Weather Eve is pictured with the cover removed and the air filter exposed. Front coil springs are mounted adjacent to and above the wheels, Lower arm is relieved of all but wheel alignment load, reducing the unsprung weight of the ear.





Every day each salesman contacts five old customers and five owners of competitive makes, in addition to the prospects picked up by keeping his eyes open. The phones here are used constantly.

#### License-Chasing Salesmen Help

# Sell 'Em UP on the New Cars

E NOURAGING salesmen to keep their eyes wide open all the time and making a special effort to sell customers up the new car scale are sparking the well-organized car-sales program of Drennen Motor Co., Inc., Chevrolet-Buick-Cadillac dealership at Birmingham, Ala.

At sales meetings twice a week the new car salesmen are told what models are most needed to round out the inventors of the used-car lot. Then as they go about their business, the salesmen jot down the heense numBy M. M. Wilcox Assistant Editor

ber when they see one of the desired models, check to find out who the owner is and try to sell him a new car.

Of course, it's not quite as simple as that and there's often a lot of hard work from the time of the sales meeting until the delivery is made to the customer, but this coordination between the used car and new car departments is paying off for both.

"We believe some of our best potential customers for Bucks are people who now own lighter, less expensive models. Some our used car department frequently wants these lighter cars, that works out well," said L. C. Duncan, general sales manager

We encourage our salesmen to take down as many license numbers as they can work properly. Five a day is about average. The salesman is free to follow these up as he thinks best. Sometimes he will must the owner a piece of literature on a new model, quoting the price and terms

If there is reason to believe the owner is in a trading mood, or if the used car department especially needs a particular model, then the salesman will follow up with a phone call as your as possible.

Residential areas are the best for obtaining these license numbers, since the men can tell not only what sort of a car it is but also what kind of a home the owner has and what neighborhood he lives in. We do, however, pick up some good prospects from cars parked downtown, especially those parked in front of other deal erships. That may indicate the owners in a trading media.

And salesmen pick up some good leads just by being extra alert. Recently one of the salesmen passed by a parked Coca Cola truck. When the driver got out to make the delivers, the salesman noticed that he was paying a lot of attention to the new car parked beside his truck. The salesman immediately went up to the driver, introduced himself and soon

(Continued on page 132)

One of the big factors in "license-chasing" sales is to pick the best approach—phone call, letter or personal call. If the salesman sees a motorist looking with interest at a shiny, new car parked along the street, he's apt to go right up and introduce himself without delay.



# New Four Powers Willys

A FOUR-CYLINDER engine with an F-head design and an L-head six-cylinder engine will power the new Willys-Overland vehicles. Smoothing of body contours and the addition of a two-wheel-drive half ton truck are other features of the new line.

The F-head "Hurricane" engine, and by Willys to be a radical departure from American automotive engine design, has a compression ratio of 7.4 to one and develops "2 horse

power at 4,000 r.p.m.

Several features which are different from conventional American engines have made it possible to obtain this compression ratio, Willys engineers said. The intake mainfold and carburction system have been stream lined with shortened passages that are completely downdraft. An enlarged intake valve has been placed in the cylinder head, with the exhaust valve croaming in the cylinder block.

This arrangement combines the ad-

This arrangement combines the advantages of both the conventional salve in-head and L-head engines and makes possible a larger mixture intake



The station wagon with a streamlined body is shown in top photo and the conventional two-wheel-drive half-ton truck is pictured above.

in the b head design, company engineers said. The results are better engine "breathing" and more complete and efficient combustion of the arrogaoline mixture. Incremed compression in the four exhader engine has been achieved through a smaller and more compact combustion chamber with the spark (Continued on page 92)

Here are two views of the new four-extinder F-head "Hurricane" engine,





# Training 'Em to Give Efficient

I i's an accelerating frend these days

—this policy of jobbers offering local training courses for their customers' mechanics. It helps evena little faster

A trained mechanic makes more money because he turns out work bet ter and faster. The sloop with train ers and make more net profit on each job. And the jobber who supplies the training can look forward to more business as his enstomers' shop vol-

One of the best organized training schools of this type in the South is operated by R. T. Clapp Co., wholesaler at Knox ville, Tenn. The school ix operated on a year round basis for custom ers in eastern Tennessee western North Carolina. southwestern Virginia and the southeastern part of Kentinks

Files full of letters from accounts show that the classes have helped automotive service firms throughout the femiliary to do a better job and have brought more lusmess to the

Each Monday, Tuesday and Wed ed at the work benches which form a 'U" in the well equipped classroom. A different class is held each day, meeting one day a week for 12 weeks

By Warner Ogden

At the end of that time engaved certificates suitable for framing are

Each class is limited to fen men, in order that they may be given individual attention by B. C. Blevins. director of education for the company and instructor. Each enstoner is allowed to send one man for each class and to continue to send men until hearty approval from other automo-

What are the courses like?

dismissed at 1 p. in. The men are given a chance for a break at ton and two but often they become so in-terested that they work straight

Before each new class begins to work. A. D. Moody, vice-president and manager, talks with the men-

You are not here to listen to lughpressure sales talk on equipment."

he tells them. "Instead

work in order that you may equip yourselves to do a better job for your employer or for yourself. ter work for your custom

Before they start, the three lessons and an out

There is space for the answers cover brought in on the first day of attendance. Topics of the first lessons netism and the construction of elec-

There is a written test to be taken at home. Then on the first day of actual class attendance these three subjects are discussed. There as

#### Do you want better-trained mechanics?

Then talk to your jobber, If he does not already have a schedule of courses set up, he may be making plans to offer training soon and will be glad to hear about your interest.

> The owner of one of Knoxville's he asked that an application be put on the files for one of his men to

the opportunity to get," this owner and. And his statement has received



Left: A. D. Moody (left) and O. Leon Montgomery look over a ! few of the many complimentary letters the firm has received. Below: One course includes practice in operating this lathe.



# Service

Each man can bear what is asked and what answers are given. In this way the topics are brought out more clear by and the students are able to get more from their studies.

After the first day, each man is given one set of instruction sheets to prepare for the next weekly class of the school.

Each man has his work space, his own tools and six and twelve-volt out lets for continuity and light tests. Fach man has a headphone for listening in on demonstrations of relay clossing, opening of regulators, brush contact on armature and voltage regulator and current regulating unit in operation. A glass panel enables the mento see what happens internally in a battery.

By watching the different units and the meters and listening at the same time to the different noises in his carphones, he can tell which unit is at work at that particular time.

Engine performance is taken up separately, as are generators, statters, soltage regulators, significant on other subjects. Then there is a general diagnosing and trouble shooting demonstration, with electrical and engine time up equipment used in live engines.

Each man has a work sheet for each subject. It is filled in by each man in accordance with factors specifications before and after testing the mits. On the back of the test sheet he sketches the hook-up he has made electrically for that problem.



As many as ten mechanics gather at this U-shaped table three days a week to receive instruction under the careful supervision of B. C. Blevins. Every man has a complete set of testing instruments.

In addition to the usual shop equipment, special testing and demonstration equipment has been made in the R. T. Clapp Co. shops. This includes a live engine built for actual demonstration and testing by each man. The engine has necessary gauges and taps for vacuum readings and for combination readings on the manifolds.

Charts for the exact type of educational program have been furnished by carious manufactures. Factories are glad to cooperate.

"It is strictly a cooperative plan between us and the factories," explained O. Leon Montgomery, vicepresident and sales manager. "They make these things available to us. It has been and at helps us and even body who comes through our school We are all thoroughly sold on it.

The school is open to all customers of R. T. Clapp Co. During the first year, 94 out of 120 students were awarded certificates. They took produce framing them and displaying them in their shows just as any other professional man shows certificates to indicate he in a qualified specialist.

There is need for training of me changes to bring them up-fordate on techniques and diagnosing. Mont gomers and "By limiting the class to fen men at a time, the instructor has more time to lest and diagnose the work of each student individually in he progresses.

On the newest things out, we try

The work tables are surrounded by numerous pieces of equipment. The men receive individual instruction in the use of each one and do actual jobs on the machines. Among the special training units adapted in the Clapp shop is a live engine. It has gauges for vacuum readings, as well as combustion readings on the manifolds.







# NEWS BRIEFS of the

#### Tennesseans Schedule Regional Meetings

DATES for the 1950 series of regional dinner meetings have been announced by David P. "Doc" Whelchel, executive vice-president of the Tennessee Automotive Association.

The schedule includes: April 25, Johnson City; April 26, Knoxville; April 27, Chattanooga; May 2, Nashville; May 3, Jackson, and May 4, Memphis.

#### Bill Randolph Manages New Mexico Dealers

been elected executive secretary of the New Mexico Auto Dealers Association. Randolph, who formerly held a similar position with the Automobile Dealers Association of West Viiginia, is well known to the trade in the South.

Randolph will also spearhead the activities of the Bernahllo County Auto & Truck Dealers Association Headquarters for the two organizations have been established in Albuquerque

#### W. M. Liddon Heads Up Nashville Dealers

M. Libbon was elected president of the Nashville. Tenn., Automobile Trade Association at a recent dinner meeting. R. N. Parish is vice president and Eugene Fiazer is treasurer.

Directors include: Charles N Rolfe, Jr., George M. Green, Jr., Ed Maxey, Joe Palmer, Buford L. Wright, R. L. Parnell, John Tune and Otto Nonn. Nonn is retiring president

#### Floridians Meet Oct. 22-24

The annual convention of the Florida Automobile Dealers Association will be held Oct. 22.24 at the Falm Beach Biltmore Hotel in Palm Beach, Fla., General Manager Walter C Mallory announced last month

#### Big Automotive Rally Planned at Mobile

A fish fry to which all personconnected with the industry are automatically invited, will be field Thursday night, April 27, at Fort Whitne Auditorium in Mobile, Ala

An elaborate and entertaining program is being drafted for this event sponsored by the Mobile automotive publics for all automotive people in that territory.

A total of 2,500 persons are expected to attend, according to James C. Parker, president of Motor Parts & Supply Cru. Inc., one of the sponsoring jobbers

"Mechanics, fleet operators, independent garage owners, dealers and



Mr. Kirkpatrick

F. S. Cole of Luby Chevrolet, Miami, points out to fellow southerners the picture of a previous graduate from his home town at the opening of Chevrolet's merchandising school in Detroit. Left to right are: Cole; Allan M. Jones, E. M. Jones Co., Sunmerville, S. C.; W. C. McKey, Hubhard Chevrolet, Utica, Miss.; J. K. Fairey, Fairey Motor Co., St. Matthews, S. C.; H. L. Roberts, Standard Chevrolet, Edinburg, Tex.; J. A. Krueger, Krueger Chevrolet, New Braunfels, Texas, and C. F. Cooley, Cooley Motor Co., Wayneshoro, Miss.



service station operators, as well as everybody else connected with our industry who resides in the Mobile area, are all hereby invited to be our guests." Parker and in announcing the meeting

Walter A. Kirkpatrick, advertising and sales promotion manager of Wilkering Mfg. Co., Philadelphia, Pa, and a prominent figure in activities of the Antomotive Advertisers Council, will present the "Get It from Your Jobber" program—a program which shows the importance of the wholesaler to the aftermarket industry in the United States today.

## AUTOMOTIVE \_\_ INDUSTRY



#### GMC's 1949 Sales Volume Reaches High Level

OTAL sales of General Motors products reached \$5,700,835,141 for 1949, compared with \$4,701,770. 340 in 1948, according to the annual report released last month. Amount earned on the common stock was equivalent to \$14.51 a share.

While in 1949 net income was at a new high, it represented a margin on sales substantially the same as the average of 11.5 per cent for the years 1936-41, according to C. E. Wilson, president, and Alfred P. Sloan, Itchairman of the board.

Sales of passenger cars and trucks produced by plants in the United States and Canada in 1949 totaled 2. 764,397, an all-time high. Truck sales declined slightly from 1948 but passenger-car sales increased 39 per cent over the previous year.

Looking to the future, it is the belief of the management that the potential market for new cars has been permanently expanded," the report stated. "There still exists a backlog of deferred demand. However, once this backlog has been satisfied, operations are not likely to continue at a peak rate.

#### Olds Sends Farnsworth To Southern Region

C. FARNSWORTH is now south-· ern regional manager of Oldsmobile with headquarters in Memphis, Tenn. He succeeds H. F. Banks, transferred to the Detroit zone.

Farnsworth joined General Motors Corp. in 1929. He transferred to Oldsmobile in 1933 and was for a time assistant zone manager at Washington, D. C. He was most recently zone manager in New York

#### Gaither Heads Catawba Group

James E. Gaither of Hickory, N , has been elected president of the New Car Dealers Association of Catawba County, B. L. Hafer of Newton is vice-president and Carroll Reese of Hickory is secretary treasurer.



H. R. Stephenson, shown here with his wife at their winter home in Miami Beach, Fla., took delivery recently of this 50th Packard he has owned. Forty-nine were bought from Bridge Motors, Inc., at Greenowned. Forty-nine were bought from Birdge. Motors, Inc., at Geenville, S. C., and the first was bought from Eugene B. Smith, the Greenville dealer then. The latest car was delivered by M. Curran Bridges, president of the dealership, who was employed for 14 years at Southern Bleachery and Print Works near Greenville, of which Stephenson is president. Packard is celebrating its 50th auniversary and Bridges Motors is now in its 25th year of operation in Greenville

#### Highway Congress Looks Into the Next 50 Years

With the public policies affecting highway transportation be as sound and well conceived during the coming half century as they generally have been during the automotive industry's first 50 years?

That's the \$30-billion-a-year question the Third Highway Transportation Congress will try to answer when it meets April 25.27 in Washington, D. C. Men from all sections of the country, representing many types of taxation, protection of highway taxes

"Fifty Years of Highway Transpor-tation Progress" is the theme of the sessions. The keynote address will be given by Albert Bradley, executive vice-president of General Motors Corp. and chairman of the National Highway Uvers Conference.

Other speakers include Lee R. Jackson, president of the Firestone Tire and Rubber Co., who will speak on "Highway Transportation of Tomorrow," and Dr. J. O. Christianson. Minnesota civic leader, educator and agriculturist, whose topic will The Roads Americans Travel."

#### Ford Dealers Average 15 Years with Firm

CUBRENT analysis of the 6,400 Find dealers in the nation shows an average of 15 years of contimuous service with the Ford Motor Co., I., W. Smead, assistant general sales manager, Ford Division, stated

Three hundred thirty six Ford deal ers have had 35 or more years of continnous service, dating back to 1903

Another 1,112 dealers have con-tinuous service of 25 to 34 years, 1, 204 dealers have from 15 to 24 years; 1,021 dealers have from ten to 14 years, 1,165 have from five to nine years and 1,575 up to five years.



"One half of this tire you people sold me isn't as good as the other half! Look how it's wearing out!"

#### Southeastern Ford Dealers Get That New Postwar Look

tono dealers in all or portions of ten region of Ford Motor Co. are southeastern states and the Distact of Columbia have spent more than \$17,374,000 in the postwar peri on to improve their physical properties, according to Russell M. Hart, public relations manager of the south eastern region of Ford Motor Co., in an article requested by this publica-

Since the southeastern region cuts scross several state boundaries, only parts of such states as West Virginia and Tennessee are included in the total spent for improvements.

The figures refer to either new buildings, remodeling of old ones, the addition of new equipment or remodeling of old equipment," Hart said.

All expenditures were made in the postwar period and information per tains only to Ford dealers; no Lincoln-Merenry dealers are included.

We have listed only those dealers ments. There are, of course, many who did not improve their physical properties. For example, in the four states comprising the Atlanta district but only 156 of them spent any money on expansion since the war. The figures are, in all cases, approxi-

Figures for all or portions of ten

State	Dealers .	Approximate
	making	amount
	improvements	spent
Ma	55	51,237,92
Del	3	72,000
D. C	. 2	285,000
Ha	40	2,515,569
Ga	117	2,973,309
Md.	45	2,415,137
1.	114	5.448,201
S. C.	46	1,469,55
Tenn.	7	231,541
Va	86	2.513.296
11:11	a. 7	213,000

Amount spent on postwar improve ments by the 531 dealers included in this tabulation averaged \$32,720 a

#### Hudson's 1949 Income Reaches \$10,111,219

Tur consolidated net income of Hudson Motor Car Co. for 1949 was \$10,111,219, or the equivalent of \$5.30 a share, President A. F. Bant reported last month. This compages with a net income of \$13,225, 925 in 1948.

In 1949 the company shipped 144. 685 cars, an increase over the 142, 454 total for 1948. Sales volume to-taled \$259,597,307 in 1949, compared with \$274,728,638 in 1948.

#### Looking Ahead

April 16-17-Spring meeting of Automotive Wholesalers' Association of Alabama, Hotel Jefferson Davis, Montgomery

April 25-27-Third Highway Transportation Congress, sponsored by National Highway Users Conference. Mayflower Hotel, Washington, D. C.

May 14-17-Annual convention of North Carolina Automobile Dealers Association, Carolina Hotel, Pinchurst, N. C.

May 15-16-Southeast Automotive Show conference, Biltmore Hotel, Atlanta, Ga.

May 18-20-Annual convention of Automotive Engine Rebuilders As-sociation, New Jefferson Hotel, St. Louis, Missouri.

May 23-Annual convention of Missouri Automobile Dealers Association, Hotel President, Kansas City, Mo.

Sept. 9-11-Annual convention of South Carolina Automobile Dealers Association, Ocean Forest Hotel, Myrtle Beach, S. C.

Oct. 8-10-Annual convention of Automobile Deders Association of Alabama, Buena Vista Hotel, Biloxi,

Oct. 15-17-Annual convention of Tennessee Automotive Association, Peabody Hotel, Memphis.

Oct. 22.24—Annual convention of Florida Automobile Dealers Asso-ciation, Palm Beach Biltmore Hotel. Palm Beach, Fla.

Oct. 22.24 Annual convention of Mississippi Automobile Dealers Association, Buena Vista Hotel, Biloxi, Miss.

Dec. 1-2-Business conferences of National Standard Parts Association, Chicago, Ill.

Dec. 4.8-Automotive Service Industries Show, Navy Pier, Chicago, Ill.

Jan.7-10-Annual convention of National Automobile Dealers Association. Manni

April 19-22, 1951-Southeast Anto motive Show, Birmingham, Ala-

#### John L. Engels Becomes Walker Sales Manager

Tous I. Engels has been appointed of the Distributor Division of the Walker Manufacturing Co.

Engels mecceds Gordon R. Wal of Walker Forge, Inc., Racine, Wis-He has been with Walker for more

More News Briefs on page 141 -



## The Eyes of Texas Are Upon These Beauties



Orand Buick Co., Dallas, Texas, recently moved into a completely new home, comprised of six huildings. A night view of the show-room area is reproduced at top of page. Above is one of the 11 hydraulic lifts in the streamlined service department. At left is the handsome showroom, said to be one of the largest in the country, President J. Bruton Orand acquired this dealership during 1940.

The remodeled plant of Van Winkle Motor Co., Pontiae dealership at Dallas, Texas, stretches 185 feet on a buss street and attracts attention in the dastime and at night. Improved lighting was installed in the bods and paint shop, now handles a substantial part of service volume, although it occupies less than 25 per cent of total service space. A remodeled, airconditioned showroom and a new set-up for service control are just two of the many improved features, C. P. Van Winkle is secretary-treasurer and director and his son, A. P. Van Winkle, is president.





# Southern JOBBERS AND FACTORY MEN

NOW Is the Time for--

## Five Things We Must Do!

A well-known Alabamian gives some pointed views on what faces him—and you—under today's conditions.



By JAMES C. PARKER
President, Motor Parts & Supply Co.,
Inc., Mobile, Alabama

Volumes have been written, speeches by the thousands have been made, and theories of every nature have been projected covering that all important subject of what is wrong with our state, our nation, our world, and what can be done about correcting the situation. Do not expect to receive the answers to those questions in this article.

However, as I contemplate the enormity of our problems—caused principally by the fast pace mankind has set for himself these last several years—I realize more and more that now is the time for us to stop and think intelligently of our personal problems, and most especially our responsibilities to our own business. Briefly I will attempt to cover a few of the major problems of the automotive wholesaler as I see them today

1.- Now is the time to sell.

Management has the responsibility of not only just telling his employees the honeymoon is over and we now must sell; we must actively lead out in planned programs.

A salesman called on us a few days ago and remarked: "I travel several states and call on dozens of jobbers. The banner in the front of your store concerning the contest for two free trips to the Indianapolis Speedway Race is the first visual sign of business stimulation. I have encountered."

Fellow jobbers, too many of us fuss and fume in our easy clears about business being slow without attempting to do a constructive thing toward remedying the situation. How do you or your sales manager carry on the weekly sales meeting of your outside men. That is, if you have such meetings.

Do you give your salesmen at such time the necessary information and inspiration to go out the following week and lick that competition, not just in a haphazard way but with confidence, knowing the advantages their house has over all types of competitors?

Do you have a training program for your salesmen in the fine art of selling especially geared to this period of change through which we are passing? Mr. J. L. Cagle, the vice president and general manager of our Chattanooga operation, has inaugurated a three-hour study period our might each week for salesmen training with salesmen making sales presentations about different product and all participating in taking them apart to see how they could be better presented.

All of us who sell need additional training now. The prewar salesmen need revitalizing. The postwar sales men just plain need the knowledge of the how and the why.

Our manufacturer sources of supply, in many unstances, have gone all out to give us missionary help, yet I hear on every hand finat the jobber is not getting the full benefit. This is costing the manufacture good money without the desired results all because of poor cooperation on the part of jobber salesmen.

We had the same trouble before setting up a program for missionary help. Now we have only one major factory program per month. It takes three factory men working with our salesmen two weeks to cover our entire territory, including the city.

If properly conducted, starting with a sales meeting of our entire selling organization and having adequate inventory to cover the special effort, with no other program to interfere that entire mouth, much good can be accomplished. The results will project themselves into the future and the enthusiasm will continue for weeks.

Our salesmen do not grouc's about missionary men working with them. They welcome them because they know our house will not overburden them with this extra help.

Do your salesmen pester son with wanting to cut prices because so-and so did' Yes, this is a very sen my problem today.

I realize many have start of in business during the war years and have never faced competitive selling. It is so easy to take the line of least resistance and cut the price to make the sale. Yet we know that in order to maintain quality and service we dare not cut our gross margins which, in fai too many instances, have all ready been sliced these last few years.

In all instances where our salesmen complain about price-cutting, we make a thorough investigation and, if justifiable, the manufacturer is properly notified

and given an opportunity to correct the situation. Many items are fair traded. We find most manufacturers willing to cooperate and clean up there cares

On the other hand we find many times our customers trying to play one source of supply against the other for a better deal. Never, never take for granted a price situation—myestigate. Never cut the price yourself without remembering how it affects your gross profit. We must teach our salesmen how to sell when price is the competition.

2 — Now is the time we must kinw the cost of doing business!

All of its have, we flink, an adequate system of bookkeeping. Many of its have too much system and get too many figures from too many directions—adding to our cost—vet make no use whatsoever of these figures.

I hear on every hand that our gross margins continue to decrease, and yet we all know that our cost of doing luisiness continues to increase. Practically all of its have experienced a decrease in sales volume, yet our operating overhead is geared to the high sales volume of the immediate past. Now, as never before, we must an alyze our cost of doing business, not only by departments but down to the individual. High wages and high prices will be with us, it seems, for a long period of time, so we must learn to live and operate with that in mind.

A more efficient job by management could be the answer. Analyze cour business from every angle. Then

"If you want something done, ask a busy man to do it." That's why the editors turned to "Jimmie" Parker with a request that he size up the current picture facing jobbers and his opinion about what could be done about it. He's in line for elevation in May from the vice-presidency to the presidency of Motor and Equipment Wholesalers Association, on whose panel discussions he has appeared several times. He is a past president of the Automotive Wholesalers' Association of Alabama and, while it is of no particular concern here. "Jimmie" really likes to hunt pheasant and other game with almost as much vigor as he hunts for means of adding volume.

do samething constructive when you

The writer made a survey this past February to obtain the average cost of a delivery in our metropolitan area. We figured total miles traveled by our three trucks with total number of deliveries and cost of same (charging off gasoline, oil, depreciation, salaries, miscellaneous and repairs to this tiem). The astounding figure of an average cost per delivery of 72 cents was the answer.

Even though some of our competition has drifted back into hot-shot delivery, we have concrete evidence that we must go slowly and yet do everything necessary within good busness practice concerning delivery of our goods to the customers we would

Then there are many items beside salaries which enter into operating

costs and which in years gone by management watched with an eagle eye. Just as our salesmen forgot how to sell, management has lost the touch of watchfulness in these supposedly minor items but now they become again a major portion of our operating costs. Take inventory of these costs. You will be surprised how many can be reduced and some entirely climinated.

Yes, now is the time we must know our cost of doing business—daily, weekly, surely not less than monthly. We must have a yardstick by which to measure success or failure.

Now is the time to be inventory-conscious.

The sooner management realizes that our greatest asset is represented

by the inventory on our shelves (and in most instances the greatest percentage of profit in our business for the last few years is field up in that inventory) the sooner we will realize that we must have adequate inventory control.

Far too many of us still buy in a haphazard fashion -freezing our capital in too many unsalable items. Some of us just never seem to learn that we can not sell everything to everybody Management has the responsibility of selecting key lines and related items, and other items that fit the pattern-keeping in mind our dealer organization and guiding the best we can our selling organization in the correct proportion of time in selling these items.

Onlers must be placed often and at specified predetermined times in order to get back in the groove in so far as turn over is concerned. We have acquired bad buying habits, a hold over from the searcity days. If we are not careful, it will take shortage of capital to give us the shock of more careful, human.

Do not misconstruc these statements and feel that we can operate authout adequate inventory. We, as distributors, must have goods to sell. Let us just be sure we have salable goods on our shelves. Let us remember that we buy our obsolescence. More careful buying over a period of months will place more capital at your command.

4.—Now is the time to be accounts receivable conscious.

(Continued on page 98)







At left is the new building recently occupied by United Motors Service, Division of General Motors Corp., at Atlanta, Ga. It provides greatly-increased facilities for serving wholesale automotive parts and accessories firms in the Atlanta zone. At left above can be seen the rebuilding department. Above is a view of a section of the warehouse. The building is situated at 500 Lindbergh Drive in an expanding industrial section and contains approximately 100.000 square feet of floor space. George L. Shadburn, Jr., who is shown below, is the Atlanta zone manager.

#### United Motors Occupies New Atlanta Plant

GREATLY INCREASED facilities for serving wholesale automotive parts and accessories firms in the Atlanta zone have been provided by United Motors Service, Division of General Motors Corp., in a new building which the company is now occupying in Atlanta, Ga.

The building at 500 Lindbergh

Drice, contains about 100,000 square feet of floor space—all in one floor—with 240 feet of frontage on Lind beigh Drive. Construction is of tem forced concrete slab, steel frame and steel deck. An innovation is fluid all walls, both inside and outside, are of structural file.

All United Motors Service zone activities, including electric motor, and fuel pump rebuilding departments, are housed in the building. United



"He speeded to an early grave, never to enjoy the time he saved," this float, sponsored by Automotive Booster Club, S. W. No. 4, reminded drivers in Dallas, Texas, during a recent parade promoted by the Citizens Traffic Commission. Booster President Frank Brogan represents the club on the commission for greater traffic safety in Dallas.



Notors is the field sales and service organization for 13 other General Motors divisions which manufacture original and replacement automotive parts and accessories. The Atlanta building is designed to meet the particular requirements of the company in stocking and distributing thousands of different automotive parts. The building is served by a spur line of the Southern Railway System and docks are so constructed as to permit the loading and unloading of cars and trucks at raile ar in truck bed level.

The Atlanta zone comprises Georgia and South Carolina and major portions of North Carolina, Florida, Alabania, and Tempesse.

Have som seen that elegant state of furniture presented to George V. Gilbert of Piedmont Auto Exchange, Charlotte, N. C., by his employees?



Officers of the 1951 Southwest Automotive Show include (L. to r.):
Seated, Manager D. A. Johnson, Dallas; President W. H. Vick, Oklahoma City; D. L. Naylor, first vice-president, Wichita Fails; Treasurer
B. A. Kline, Oklahoma City; standing, Directors H. Gordon Payne
and H. M. Cree of Dallas, Fritz Keller of Fort Worth, J. B. Sampson
of Houston, G. H. Mountjoy of San Antonio and John Reynolds of
Houston, Attendance at this year's show totaled 10,300.

#### '51 Southwest Show Set For Oklahoma City

For the first time in its eight-exent life the Southwest Automotive Show will leave Texas next spring when its millions of dollars worth of merchandise will be displayed in Okla homa City, Okla.

This was decided by the directors on the second day of the eighth anmual show, spread out March 23.26 in the new Coliscium in San Automo.

The Southwest Automotive Show originated in Fort Worth in 1938, then went to Houston, Dallas and

E. R. "Ted" Hards, below, is president of Auto Electric of Georgia, Inc., which opened recently in Atlanta, Ga. Photos at right are of the exterior and the firm's counter, Hards was formerly manager of Goodvear's brake lining and battery division and at one time was sales promotion manager of Dayton Rubber Co. H. H. Slevin is operations manager and A. R. Sellers, one-time resident of Charleston, S. C., is sales manager. The company is operating a service outlet in another section of Manata.



again to Fort Worth before it closed down after 1941 because of the war. Since then it has been in Houstontwice in Dallas and in Sair Antonio for the first firm. After the selection of Oklahoma City on the second day, sponsors met on the third day to main elirectors for the minth show, electing the complete slate as recommended by a minimating committee headed by G. C. Cross of Austin, first vice president.

Immediately it was suggested that his save time and expense the directors proceed with election of afficers. This was done and W. H. Vick, head of the automotive department of the Oklahoma City Hardware Co., is the procedure.

D. L. Naylin of Auto Spring and Supply Co., Wichita Fally, Texas, was named first vice-president and T. C. Garrett, head of the automotive department of The Schoellkopt Co., Dallas, was disignated second vicepresident B. A. Kline, manufacturers secut of Oklahoma City, is treasurer

The jobbing industry is represented on the board by Stanton Thatcher, McDonald Auto Supply, Amarillo, Lexas, John Reynolds, Strain Frank Co. Houston; J. B. Corok, J. B. Good (Continued on page 153)



### **HEAVY DUTY** -EQUIPMENT TRUCKS-BUSES-FLEETS



## Finding the Trouble the Hard Way

on the past two weeks Bill had been right in his stall doing nothing but time motors, with not a single service call to break the

Which was all right business had been good, he had made money, but off of one fune-up job on to another can get thesome. He almost wished that one of those jobs he'd turned out this morning would quit running somewhere on the other side of town just so he could get out and breathe in a little of this spring air.

Three men were walking toward his stall. A glance told him they were the old man, the shop forenian and the truck manager.

"Bill," said the old man, "Jim says he can let someone else take over for von here. Eve promised Mr. Watson I'd let you go down the country and straighten out some trucks for him."

What's wrong with them?" asked Bill, having visions of overhauling a clutch in a sand bed.

That's what we don't know but we do know it's in your department; that's why we're sending you. There are three trucks, almost new, hauling logs, all of them running but each one is giving some kind of trouble."

Mr. Watson spoke up. It I un

By Lynn F. Snoddy

derstood them rightly over the phone. one truck is hard to start, another masses and the other one just doesn't pull as it ought. It seems they can't take the trucks off the job long enough to send them up here, so it's going to be up to us to do what we can without tying them up any long-

"Looks like I'm elected," said Bill-What can I take?

"If you mean equipment, the answer is 'nothing'," said Jim. "We can't spare it. There are four timeups waiting and I don't know how many generators and regulators to check. Take the parts you want but equipment is out; you'll have to find your tomble the hard way.

The old man grinned as he remark ed. "Bill, I remember when you funed motors here with nothing but your head, your hands and a few gauges. you did a pretty fair job, too. Hop to it now, I'm betting on you.

So that was how Bill came to be turning into this woods road, miles from the shop, on his way to fixing some trouble that, without anything to test with, could be mighty hard to find. He wished he at least had his

voltnicter. It as well as a vacuum gauge were among his personal tools, but some fellow had dropped the voltmeter, which meant a trip to the factory for it. As for the vacuum gauge, he'd lent it to someone out in the west end of town and going after it had been too far out of the way. Oh, to find trouble without a lot of chrome and enamel instruments; he hoped he hadn't become so rusty he couldn't do it again.

A mile or so further a new truck was being loaded by a skid team and mother just pulling away. "This one of them?" he asked the driver.

"I guess it is," was the answer. "I'm keeping the engine running now because if I do shut it off I may never get it started again.

Shut it off now and we'll see what the trouble is," said Bill.

"Buddy, I don't doubt you know your stuff but let's wait till I'm loaded and away from this skidway. If we block it, the woods foreman'll be right on our necks.

Bill okayed that idea because it sounded like a good one and began to check over the parts he'd brought. These included a new battery (he'd



complete starter, two cods, a carbure tor, fuel pump, a complete distributor and two sets of points with condensers. It looked like he was loaded for bear, but with all that stuff, he shouldn't have any difficulty, that is, once he found the trouble.

The driver moved the truck out of the way and cut the engine.

"All right, mechanic," he called We're waiting for you to do your stuff."

Bill stuffed a few tools in his pockets, walked over to the truck and raised the hood

"How about operating the starter," he said, "Never mind the ignition,"

The starter began to turn the engine slowh and grudgingly. Bill knew that no engine could start unless tesved up faster than that. He did not think it was battery trouble because a weak battery would have given a few fast turns, then quit altogether, Bill longed for his voltmeter but, he thought, there were other ways.

Starter's dragging, ain't it?" asked the driver.

"Maybe," answered Bill "Doesn't sound like it though."

The starter switch was situated on top of the starter and to it was attached the "hot" battery cable as well as the wires for the remainder of the circints. This was easily accessible, so he disconnected the battery cable

What to do when you can't take the equipment out in the woods to work on 'em? Here are three examples of answers unraveled by a skilled mechanic.

tion the starter switch. Finding a clean place on the starter he dragged the end of the cable firmly across it. There was a lond "cra ack" and a fat blue flash.

Tanks like it's the starter," said Bill. "I'd almost forgotten how to flash test a starter circuit, but it's a good way to test the battery, cables and ground,"

It would have been easy to replace the entire starter, but Bill's egriously wasn't satisfied. He quickly removed the two screws and lifted out the starter witch. Just as he thought, a little grease in the wrong place had become mixed with road dost and created a "burned" starter switch. He wiped off the terminal and touched the battery cable to it, the engine whirled over and the starter had that sound which to the trained car means



Bill longed for his voltmeter but, he thought, there were other ways to figure out the trouble.

all's right with starter, batters and cables. Well, that was that. He installed the switch off the starter he'd brought.

The new switch did take care of the starting system, but the engine still did not start very well. Bill lifted a write from a spack plug and held it about three eighths of an incle away from the plug while the draver at tempted to start the engine. The spark was thin and red looking, sometimes it disappeared altogether.

Bill thought a moment. He could try one of the new coils, but—wait a minute, a bad coil would almost certainly cause poor operation after the engine started and there was no complaint about that. Better look somewhere else before pumping to conclusions about the coil. He thought of the first rule in hinting any electrical trouble—first make sure of the current supply. Back in the shop with his formulable array of testing equipment that would have been easy, however, there was a way even out here in the woods.

Disconnecting the batters were from the coil, he formed on the grution watch and proceeded to "flash" the wire against the metal of the coil. The flash was insatisfactors, there was no suip to it and the color was a reddish schlow instead of blue. Then was trouble farther up the creek somewhere, thought Ball. A check of all connections at ammeter, switch, etc., resealed none of them.

loose but just the same he went over all of them with a wrench and tried the flash test again. Still no good Bill knew there was no use looking further until sufficient current was reaching the coil, so he decided to try the "warm up under-head test."

Reconnecting the battery wire to the coil, he connected a jumper wire from the distributor side of the coil to ground. This was quicker and more positive than closing the points. Then he left the ignition switch on for a couple of minutes. In this was the whole ignifion system would be under more load than would be the case if the engine were minung. Any place of high resistance that would be obstructing the flow of current would show up as warm to the touch. It was an old trick he had learned before he began to use all fluit test expurment. He had beard it called the "finger voltmeter method."

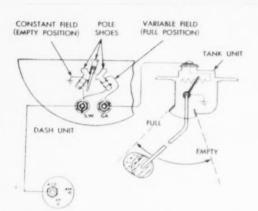
In this case it worked out just as he had hoped. One of the animeter terminals was almost too warm to touch. Removing the not and wire disclosed the trouble—some sort of corposion at the terminal. It should not have hap pened on such a new job, but that not went to show that in this business you couldn't take anything for grant ed. Of course it was easy to clean the connection and after that the flash at the only was okn.

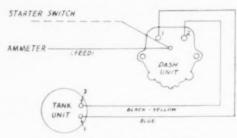
I believe you know your stuff," and the driver as the engine started at (Continued on page 102)

## SERVICE



#### AND MAINTENANCE





Above: Thermal-type gauge wiring circuit.

Left: Magnetic-type gauge wiring circuit.

## Gauging Gas Gauges

W are having more than their share of gauge complaints, and if you haven't experienced one of those fellows who is so thorough in keeping an accurate "inites per gallon" record that he figures wheel shippage on wet privately, you really have something coming when he drives in with an inaccurate or imoperative gas gauge.

He's worse than the fellow who notes the gauge reading, parts in five gallous and drives until the gauge indicator returns to the point noted, then computes the index per gallon, if the average unit as good as the salesman promoted, he heads for the service department with a militage complaint. Some of these fellows in in the continued even though an amaze inde-

age test is run and with them in the ear), which proves that the job is producing all that was claimed for it

We often wouder why a small fraction of a mile per gallon under means so much to so many drivers, particularly when their method of measure

Most of us have run out of gas at one time or another although the gas gauge indicated gas in the tank. When we have this experience we usually call the service department and the me chain."

Some manufacturers have changed the method of manufaing the gauge tank unit; as a result, the gauge may suddenly ful to operate due to an improper ground between the gauge tank unit and the gas tank.



By E. M. Lowery Technical Editor

Usually the first thing the me handwants to do when he gets a gas-gauge complaint is to replace either one unit in the other, and simultious birth. As a result a great number of units are randenmed when a hally they were in perfect condition.

Most gas gauge troubles are caused by defective connections in the carciant rather than defects in the unit-

The Link or Sending Unit

This unit consists of a assistance with a sliding contact which is operated by a float. The resistance is connected to the dash unit and varies the current in the dishamit windings.

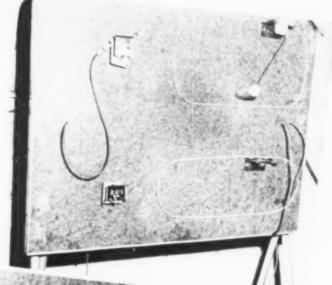
#### May Issue: Governors

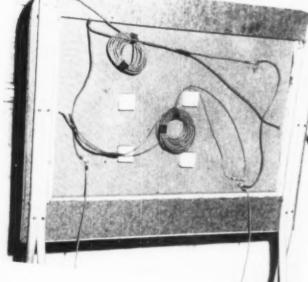
Technical Editor Lowery will take up next month the steps in servicing the various types of engine governors used most commonly on heavy-duty trucks today. to give the dash unit indications as the position of the float is changed in the tank.

The tank unit may be designed for a single-wire system, or a two-wire witem, but will not interchange.

A good ground contact of this unit is essential for the proper gauge opcration.

The length of the float arm and the single of movement are designed for certain sizes of tanks and the form of the insulation block on which the resistor is wound depends upon the shape of the tank. The angle of the float movement is not always proportional to the amount of fuel in the tank and the resistor shape is designed to offset the variations to give a definite change in resistance for each like change in amount of fuel.





Top photo: This is an improvised hoard for making comparative check of both the thermal- and magnetic-type gasoline gauges. The white lines around the tank units are exact shape of the gasoline tank in which the units are designed to operate.

Above: This shows the wiring hook-up on the back of the board. This "gadget" has proven very satisfactory in testing and edibrating units in the shop where it was made. If interested in such a device, communicate with the editors for information.

Dash or Receiving Units

There are two types of these units
the thermal type and the origination
type.

The thermal type

These units have two bennetal strips that are wound with heating cody and two bennetal strips without heating cods which compensate the mut for external temperature and also protect the cods from overheating The heating coils are wound around the strips that actuate the pointer and are welded to the strip at the lower end. The other end of the coils are connected to the terminals marked "1" and "2", respectively.

The left bi-nictal strip has a set of contact points at its lower end which are held together by the end spring which is mounted just below the lunge pivot. The right hand limital strip is held stationary at its lower end by an insulating stop.

This must operates with the twowise watern and the leads which are connected to the "1" and "2" terminals of the dash unit must be connected to the "1" and "2" terminals of the tank unit.

Both ends of the resistance in the tank unit are insulated and ground is made through the slidger contact.

Movement of the float arm varies the resistance and therefore the current in the two heater cods. The amount of bending of the two lametal strips depends upon the current in these cods. The hending convex the lower end of the strips to grip the pointer and move it into position.

The two outer in metal strips are assembled so that any change in external temperature causes the lunges to intate slightly and move the strips that actuate the pointer so that the pointer is held stationary. If the coils become inverheated, the excess bending of the strips rotates the left hand

Continued on page 94

## Replacing Plymouth **Rear Window**

RUBBER SEAL (SELF-LOCKING) MOULDING BODY

Cross-section of rear window seal.

The proper method of acmorpia and installing the near window on the 1950 Plymouth was covered in a recent bulletin from the Plymouth Division. A new self-locking rubber seal for the window gives more post tive sealing against rain and requires the special installation procedures which are outlined.

Removal

with two large sheets of clean cloth and masking tape. Use one sheet to completely cover the rear seat and back. Lay the other cloth over the deck hd and hold with masking tape not below the belt moulding. Tape

2-Remove garmsh moulding Remove the screws and pull out the

Removing belt moulding.

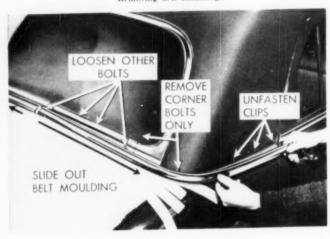


Fig. 1. - Removing weatherstrip retainer.

3. Remove shelf panel so that ble in biggage compartment.

4.-Remove belt moulding by loosening all nots on bolted clips and removing unts for corner bolts. These are accessible from luggage compart

5.-Slide belt moulding oft from both sides, with care being taken not

to scratch paint.

6.-Remove weatherstrip retainer The weatherstrip retainer which runs through the groove in the rubber moulding is removed by pulling it out as shown in Fig. I

-Renove screws, two at chrome corner mouldings and one at bottom center of window at moulding.

S - Slide chrome corner moulding off. With a screwdriver, pry the bot tom inside portion of corner minikl ing appeared and away from groove in rubber weatherstrip. Then pull corner mondding downward and inward If difficulty is encountered in removmg corner moulding, exert slight pressure on inside corners of glass to

9. Remove lower portion of window chrome moulding by first care fully prying it loose and then pulling

Removing sereus.



PROTECT UPHOLSTERY



# 1950 is red hot for Studebaker dealers!



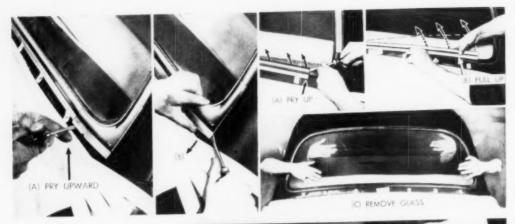
New all-time highs în retail deliveries!

Steadily zooming demand for Studebaker style and operating economy!

Sensationally lower prices!

No wonder everyone, everywhere, is saving...

Studebaker's really rolling!



Above: Sliding chrome corner moulding off. Above, right: Fig. 2. — Removing lower chrome moulding and window.

it up and out of the groove in weath-

10.—Remove window by exerting outward pressure on glass as shown in Fig. 2

#### Installation

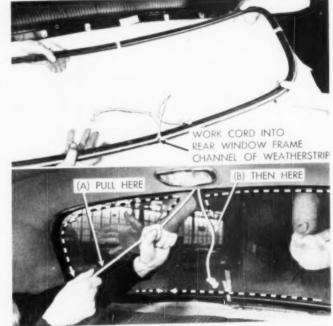
1.—Install weatherstop on new replacement glass by working from one corner outward in both directions. Glass must fit in proper growe of weatherstop.

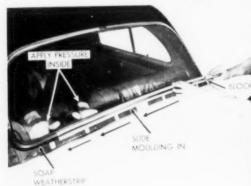
2—Install two top chronic moulding strips in weatherstrip groove.
First apply rubber verneut to weather strip to help hold moulding in place.
Install center moulding clip—
3—Install window. Use a strong

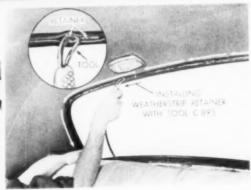
3 — Install window. Use a strong cord and work into channel of weatherstrip so that ends of cord meet at

Continued on page 115

Right: Installing window. Below: Replacing moulding strip. Below, right: Inserting weatherstrip retainer.

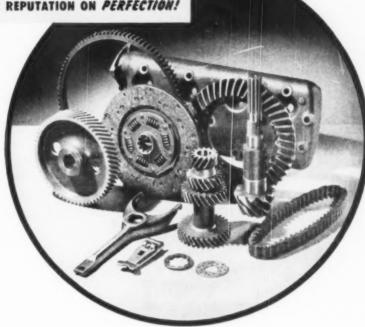






SOUTHERN AUTOMOTIVE JOURNAL for APRIL, 1950

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#### CURRENT PASSENGER-CAR SPECIFICATIONS Engine and Equipment

MARE AND MODEL	ENGINE													
	Std. Wheelbase	40		1				RI	NGS	OIL				
		No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M.	Camshaft Drive	Main Bearings	No. and Size Comp	No. and Size Oil	Crankcase (qts.)	Air Cleaner	Oil Filter	Vibra, Damper	
BUICK 40 Special	12114	вЈ	33 x 41 s	30.68	115@ 3600	LB	5	2 0937		61-2	AC	Y	Y	St-C
BUICK 50 Super (except Model 52)	1211-5	8J	356 x 418	32.51			5	20937	1-1865		AC	Y	Y	
BUICK Model 52	1253-9	8J	35% x 43%	32.51	124 / 3600	LB	5	2- 0937	I 1875 I 1865	612	AC	Y	Y	St-C
BUICK 70 Roadmaster (except Model 72) BUICK Model 72	13014	8J 8J	3% x 4% x 4%	37.81 37.81	152(a 3600 152(a 3600		5	20937		X X	AC	Y	Y	St-C
DOJOK MODEL 12	100.4	COAR	10.30 v a 10	OF LOR	10000000	2.22	.,		11865					
CADILLAC 61 CADILLAC 62 CADILLAC 60 CADILLAC 76	122 126 130 14634	8J 8J 8J 8J	3 <sup>13</sup> 16 x 3 <sup>5</sup> 6 3 <sup>13</sup> 16 x 3 <sup>5</sup> 6 3 <sup>13</sup> 16 x 3 <sup>5</sup> 6 3 <sup>13</sup> 16 x 3 <sup>5</sup> 6	46.5	160a 3800 160a 3800 160a 3800 160a 3800	LB LB	5 5 5 5	20781 20781 20781 20781	11875 11875	5 5 5	AC AC AC	NNNN	Y Y Y Y	Ca Ca Ca Ca
CHEVROLET Styleline and Fleetline Sp. & DeLuxe CHEVROLET Sty. & Fleet (with Powerglide Drive)	115 115	6J 6J	31 2 x 32 4 39 6 x 315 6	29.4 30.4	92(a 3400 105(a 3600		4	2 - 1237 1 - 1237 1 - 0932	11863 11863	5	AC AC	N <sup>1</sup>	Y	RP RP
CHRYSLER Royal & Windsor CHRYSLER Saratoga & N. Y. CHRYSLER Crown Imperial	1251 <sub>2</sub> 1311 <sub>2</sub> 1451 <sub>2</sub>	61 81 81	316 x 412 316 x 476 314 x 478	28.36 33.8 33.8	116@3600 135@3200 135@3200	Ch	5 5	20937 20937 20937	21562 21562 21562	6	AC AC	Y Y Y	Y Y Y	Ca Ca
CROSLEY Model CD	80	4J	212 x 214	10	26.5(4.5400	G	5	20625	2155	2	AC	Y	N	T
DeSOTO S-14 DeLx. & Custom	12519	61	3% x 4%	28.36	112(//3600		4	20937	21562		b	Y	Y	Ca
DODGE Coronet & Meadow	123½ 115	6I 6I	314 x 454 314 x 454	25.35 25.35	103(a 3600 103(a 3600	Ch	4	20937 20937	21562	5	b	Y	Y	St
FORD & Custom 8 Cyl.	114 114	8I 6I	3 <sup>3</sup> 16 x 3 <sup>3</sup> 4 3.3 x 4.4	32.5 26.1	100@-3600 95(a 3300	G G	3 4	2093 2093	2186 2186	5 5	$_{Y}^{Y}$	N' Y	Y	Own
PRAZER	$123^{1}$	61	356 x 488	26.3	112@3600	Ch	4	20935	21550	5	AC	Y	Y	Ca
HUDSON Pacemaker	119	61	3% x 37%	30.4	112@4000	Ch	4	2078	2-,1875	7	AC	N	Y	Ca
HUDSON Super 6	123 <sup>T</sup> s	61	3916 X 43%	30.4	123/a 4000	Ch G	4	2078	21875 .156	712	AC	N N	Y	Ca Ca
HUDSON Super 8	123	81	3 x 415	28.8	128@ 4200	G	9	2093	-156		AC			Ca
KAISER Special	12319	6I 6I	316 x 43 s 316 x 43 s	26.3	100(a 3600 112(a 3600	Ch	4	20935	21550 21550	5	AC AC	Y	Y	Ca Ca
LINCOLN Cosmopolitan	125 121	V8 V8	316 x 436 316 x 436	39.2 39.2	152@3600 152@3600	G	3 3	20933 20933		1	AC AC	Y	Y	Но Но
IERCURY	118	VS	356 x 4	32.5	110@3600	G	3			D	AC	Y	Y	Но
NASH Statesman	112 121	6I 6J	31 6 x 4 33 6 x 43 6	23.44 27.34	CHO CO CO CO	Ch Ch	4 7			5	AC AC	N N	Y Y	Ca Ca
DLDSMOBILE 76 DLDSMOBILE 88 & 98	$^{119\frac{1}{2}}_{119\frac{1}{2}}$	6I 8J	3 <sup>13</sup> 2 x 4 <sup>3</sup> 8 3 <sup>3</sup> 4 x 3 <sup>1</sup> 16	29.9 45.0	135(// 3600)	LB LB	4 5	2087	11875	5	AC AC	N	Y	Ca V
PACKARD 8 PACKARD Super PACKARD Custom	120 127 127	SI SI	312 x 384 312 x 414 312 x 458	39.2 39.2 39.2		Ch Ch Ch		20233 20233 20233	10935 10935 10935	7 7 7	AC AC AC	N N Y	Y Y Y	Ca Ca Ca
LYMOUTH P-19 DeLuxe LYMOUTH P-20 DeLuxe & Sp. DeLuxe	111 118 <sup>1</sup> -2	6I 6I	314 x 43 s	25 35 25 35		Ch			21562 21562		f f	N Y	N	Ca
ONTIAC 6	120 120	6I 8I	38 <sub>16</sub> x 4 33 x 33 <sub>4</sub>	30.4 36.4	90@3400 108@3600	M M		20937 20937	11875 11875		AC AC	N N	$_{\rm Y}^{\rm Y}$	Ca Ca
TUDEBAKER Champ 9G TUDEBAKER Cmdr 17A TUDEBAKER Land C 17A	113 120 124	6I	3 x 4 35 x 434	21.6 26.33 26.33	85(a 4000) 102(a 3200) 102(a 3200)	G G G	4		11875	6	AC AC AC	A Y Y	$\begin{array}{c} Y \\ Y \\ Y \end{array}$	Ca St St
WILLYS Jeepster & Sta Wag WILLYS Jeepster & Sta Wag	104 104	1F		15.6 23.4	72(a.4000 75(a.4000	G G		2-1-" 2-1-"	1 1 " " 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	1	HH AC	N	N Y	Ca-Zn Ca-Zn

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#### **CURRENT PASSENGER-CAR SPECIFICATIONS** Timing, Battery, Brakes, Etc.

MAKE AND MODEL	IGNITION AND TIMING									heate	1	utch	Pacings		Brake	
	Breaker Gap (.0)	Spark Plug Gap (.0)	Tappet Clearance Intake (.0)	Tappet Clearance Exhaust (.0)	Intake Valve Opens b or a TDC	Cam Angle (degrees)	Breaker Point Arm Ten- sion (ozs.)	Cyl. Head Bolt Tension ft. lbs.	Cap. and Ter. Gd System (Otts.) No h	Make	Thickness	Outside Diameter	Inside Diameter	Type	Parking Brake	
BUICK 40 Special	15	25	15h	15h	13°b	X	19-23	65-70W	100N	13	L	. 125	10	6	Н	RV
BUICK 50 Super	15	25	d	d	13°b	X	19-23	65-70W	100N	13	Bb L Bb	.125	10	6	Н	RW
BUICK 70 Roadmaster	15	25	d	d	14°b	X	19-23	65-70W	120N	1734		ne	use	d	Н	RV
CADILLAC 61 CADILLAC 62 CADILLAC 60 CADILLAC 75	13-18 13-18 13-18 13-18	35 35	au au au	au au au	24°b 24°b 24°b 24°b	31 31 31 31	19-23 19-23 19-23 19-23	65-70 65-70 65-70 65-70	115N 115N 115N 115N	18 18 18	L <sup>3</sup> L <sup>3</sup>	.137	10½ 10½ 10½ 10½	7	H H H	RW RW RW
CHEVROLET Styleline and Fleetline Sp. & DeLuxe CHEVROLET Sty. & Fleet	18	35	06h	13h	I°a	34	17-21	70-80W	100N	15	Q.	. 135	914	61,	Н	RW
(with Powerglide Drive)	18	35	d	d	16°b	34	17-21	70-80W	100N	16		ne			H	RW
CHRYSLER Royal & Windson CHRYSLER Saratoga & N. Y CHRYSLER Crown Imperial	18 18	35 35 35	08h 08h 08h	10h 10h 10h	12°b 12°b 12°b	341-38 27-301 27-301	17-20	EW EW	120P 135P 135P	17 21 21	Bb	.125 .125 .125	10	6 6	H H K	Ps Ps Ps
CROSLEY Model CD	20	25	04	06	5°b	46	17-20	No	90P	4	0	125	6	4	G	AW
DeSOTO S-14 DeLx & Custom	20	35	08h	10h	12°b	34]-38	17-20	EW	114P	17	Bb	125	9141	$6^{2}$	Н	Ps
DODGE Cor., Mead & Way	20	35	08h	10h	8°b	31]-38	17-20	EW	105P	15	Bb	. 125	914	6	H	Ps
FORD & Custom 6 Cyl. FORD & Custom 6 Cyl	14-16 24-26					26-28§ 35-38	17-20 17-20	65-70 65-70	90P 100P	22 17.3	I.	. 125 . 126	916		H	RW
PRAZER	20	32	10c	14c	10°b	38	17-20	30-35c	105P	1312	T		$9\frac{1}{4}$	6	Н	RW
HUDSON Pacemaker. HUDSON Super 6. HUDSON Super 8	20 20 17	32-45 32-45 32-45	08h	10h 10h 10h	713 b 715 b 103 b	38	17-20 17-20 17-20	70-75W 70-75W 45-50W	100P 120P 120P	18f 19f 17f	0 0	203	913 16 913 16 913 16	65 8	DDD	RW RW
KAISER Spec. & DeLuxe	20	32	10c	14c	10°b	38	17-20	30-35c	100P	15	Bb	125	$91_4$	6	Н	RW
LINCOLN Cosmopolitan LINCOLN	14-16 14-16			811	5°b 5°b	26 28 26 28 3	17 - 20 $17 - 20$	65-70 65-70	120P 120P	34 9 34 9	L		$\frac{10^{1}}{10^{1}}$	7	S	RW
MERCURY	14-16	24-26	He	15c	10°b	26-28	17-20	65-70	100P	$921_{4}$	Bb	125	10	$63_4$	S	RW
NASH Statesman NASH Ambassador	18-24 18-24	30 30	15 15	15 18	6°b 6½°b	35 35	17-21 17-21	60W 70W	90P 105P	14 17	Bb	125 125		53 s 7	H	RW
OLDSMOBILE 76 OLDSMOBILE 88 & 98	20 12-17 §	40 30	08h	11h	5°b 14°b	35 22	17-21 19-23	60-70W 60-70W		1812 211 <sub>2</sub>	Bb	125	10	7	H	RW
PACKARD 8 PACKARD Super PACKARD Custom	15 15 15	27 27 27	07 07 au	10 10 au	1225 bU 1225 bU U	Z Z 27	17-20 17-20 17-20	60-62 60-62 60-62		18 19 19	L L	125 125 au i	1012	63 p. 7 a.u	H H H	RW RW
PLYMOUTH P-19 DeLuxe PLYMOUTH P-20 DeL. & Sp. DeL	20	35	08h 08h	10h		31] 38 34] 38	17-20	EW		15 15	Bb.	125		61 %	Н	Ps Ps
PONTIAC 6 PONTIAC 8	22 16	25 25	11-13 11-13	11-13	5°b 5°b	35 26	17-21 19-23	60W 60W	100N	18 201	Im Im	125 125	91,	6	SS	RW
STUDEBAKER Champ 9G STUDEBAKER Comdr. 17A STUDEBAKER Land C. 17A	20 22 22	22-27 22-27 22-27	16c 16c 16c	16c 16c 16c	15°b 15°b 15°b	39 <b>y</b> 31-37 31-37	17-20 17-21 17-21	46-50W 80-85W 80-85W	100P 100P	10 13 <sup>1</sup> <sub>2</sub> 13 <sup>1</sup> <sub>2</sub>	Bb Bb Bb	125 125	8	53 s 6 6	H, H,	RW RW RW
WILLYS Jeepster & Sta. Wag WILLYS Jeepster & Sta. Wag.	20	30 30	18 14	16 14	9°b 5°b	51 381 <sub>2</sub>	17 21 17 21	60-65 60-65	100N 100N	11	Bb Bb	135 135		518 518	H	RW RW

#### ABBREVIATIONS

- ABBREVIATIONS

  I 10° on DeLx, with std. 1-speed transmission.
  2-7° on DeLa, with std. 3-speed transmission.
  5 Series 61, 75 and 86 Comm. Horawatir Trans. Std. on 65 to 70 expressed to 87. cap screws. P-Duble Astronomy of 65.60 Series.
   Self-adjusting, self-centering to 41 degree to 67. cap screws. P-Positive that, cap transcription of the timing interpretation of the timing interpretation. The series of the timing interpretation of the timing interpretation of the timing interpretation. The series of the timing interpretation of the timing interpretation of the timing interpretation. The series of the timing interpretation of the series of the timing interpretation. The series of the timing interpretation of the series of the timing interpretation. The series of the timing interpretation of the series of the timing interpretation. The series of the timing interpretation of the series of the timing interpretation. The series of the timing interpretation of the series of the timing interpretation. The series of the timing interpretation of the series of the timing interpretation. The series of the timing interpretation of the series of the series of the timing interpretation. The series of the series o



#### > People love it!





Surveys by major newspapers reveal that Quaker State is far and away the favorite Pennsylvania motor oil!

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Man, W Va

After reading my copy of Southern

AUTOMOTIVE JOURNAL, I note in ink

on the front cover articles of interest.

such as "Servicing Ford Regulator,"

page 88; "Voltage Drop in Starter Circuit," page 86, etc. and file the

WE AGREE copy on a shelf in my shop for future reference.

In this manner I am able to locate the article I want for reference with out having to pore over the "Contents" pages of several issues

Also, I am making a wiring diagram manual by clipping and assembling in a notebook cover the wiring diagrams published in each issue of

A column of informal comments about the automotive trade and its problems.

SAJ, but here is what I frequently run into. On the back of the diagram which I wish to clip and file with others will be found part of one of the articles I have noted on the cover of the magazine!

Suggestion. Why not print the diagrams back-to-back in the magazine, or, at least, have them backed by some material which one would not hesitate to remove from the book"

James T. Sauls A good idea! We'll follow it except where mechanical difficulties in printing interfere. We appreciate any

#### HE CROWS CROW

A lot of seldom-used talents can be uncovered when traveling around in automotive circles. Did you know that James A. Avers, the live-wire Cadillac-Olds dealer of Chattanooga, can imitate crow calls? Iim never tried it when he was presiding over annual meetings of the Tennessee Automotive Association, quite naturally, but he let himself go at the crows not so long ago in a patch of woods on the country estate of Ernest Burwell Chevrolet dealer of Spartanburg, S. from everywhere. What's more, the Tennessean can make a variety of

#### A DEALER-EMCEE

Curron Bridges, the Packard dealer at Greenville, S. C., is more widely master of ceremonies at some func-tion over the Southeast. He's got a

> Please address any comments to: Shop Talk, Southern Auto-motive Journal, 206 Peachtree St., N. E., Atlanta 5, Ga.

COUPON City MACHINE AUTOMOTIVE PARTS MANUFACTURERS P. O. BOX 4305



You can multiply your PROFITS by installing National Parts & Assemblies, because they create more repair business. The unique features a National Parts prevent the need for major re pairs These low cost, preventive repairs can be sald easily at the first sign of lubricant leakage, noise and vibration around the "U" joint, ballhousing and ball seat

Because National Parts & Assemblies can be installed without tearing down the differential and because they save the cost of expensive replacement parts, major repairs can be sold when they might otherwise be put off indefinitely. Quicker reaairs made possible by National Parts & Assemblies enable you be restore your customers' cars and trucks to their original, splendid operating condition at comparatively low cost.

#### DRIVE SHAFT BUSHING & SEAL ASSEMBLIES

Saves Tearing Down Differential to Install New front bushing in assembly fits over the "U"

Assembly drives over shaft flush with end of housing

Sell with every transmission and "U" joint repair job

· Provides Greater Bear- · Saves tearing down dif

ferential to install rear

bushing or seal

· Stops Excessive Vibration and Whipping in

Drive Shaft caused by Loose Bearing

5.4

Saves Buying a New Drive Shaft

Dear Su

Repairs Worn Drive Shaft & Seal



Pat No. 1 403 520

· Prevents Dilution of Differential Lubricant Due to Trans. Oil Leak

6 DIFFERENT BUSHINGS TO FIT ALL MODELS For all Chevrolet Cars and Pickups, 1930 to 1949. Pontiac Cars 1933 to 1936, GMC 1934-36 Pickups and most GMC Pickups, Madels 1939 to 1949

#### Other Parts in the National Line Include

DRIVE SHAFT HOUSING REPAIR UNIT K-400 Pat. No. 2,405,541 Saves Buying New Drive Shart Housing Repairs worn drive shaft housing For Chev Cars & Pick-Ups: Most GMC Pick

UNIVERSAL" TRANS. CASE BALL SEAT
Saves Cost of a new Trans.
Case Assembly. Keeps ball
housing in line with drive shaft
housing Chev Master '29-49
Cars, Pan '33-36, Chev '2949 1, 8 14 Ton Pick-Ups,
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UNIVERSAL JOINT Accurately machined, inside and out Stops excessive wear and vibration between drive shaft housing, ball housing and trans, case for most Chev trans case For most Cher Cars and Trucks, 29-49 Mos GMC Pick Ups Pontiac 33-36

Sold Nationally by Leading Automotive Wholesalers Write or wire for full information

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· Eliminates Oil Leaks

from Transmission



OKLAHOMA CITY 9. OKLA

## No-Shift News

for hard-working Automotive Men! Speaking about automatic drives, here's where we talk right up to your customers.

For this latest ad in the GM Key series tells them straight-"you can have a truly automatic drive on any new GM car!"

And no one knows better than you that folks want this above all else-a drive that works without clutch pedal or hand gearshifting.

See this ad in top national magazines, usually as a full-color spread, And watch for customers who'll be asking for drives that are automatic all the want

packages

change of the control of the control



Hences the big fact for 1950 car-buyers!

You can have a truly automatic drive on any new General Motors

This solution of the shifting prob-iem is another example of new GM works ceaselessly on product in provement. The first step was taken over 20 years ago when GM developed Synchro-Mesh transmission to free the driver from clashing gears.

Then they set out to eliminate elute peak and names and pameered automatic transmissions. If years are, They didn't stop there, but kept at their job of making driving easier for more and more passing.

Today - thanks to endless work in

research, engineering and production
— any 1866 GM car can come equipped
with a truly automatic drive—
PowerGide on Chevrolet; HydraMatic Drive on Pontiac, Oldsmobile,
Cadillac, Dynaflow Drive on Buick.

And any dealer in GM cars will be glad to show you hew free and easy







string of chatter, sprinkled rapidly with rib-straining jokes, which makes him a star performer. In fact, he's so good that his m. c. act is one of the highights at the annual conventions of the South Carolina Automobile Dealers Association.

#### ESSENCE OF SELLING

John O. Munn of Toledo, Ohio. well known to so many thousands of dealers throughout this country, has authored a 55-page book, "A Guide

to Automobile Selling, which has been drawing a lot of praise from purchasers. John, who has addressed many southern dealer conventions. boiled down each of the 18 chapters to an essence which many salesmen can enjoy while learning. The volume is available for \$3.50 from: The John O. Munn Co., Tolcdo Trust Building, Toledo 4, Ohio

About 65 per cent of all farm families own one or more cars, compared with 42 per cent ownership in metropolitan areas, a survey showed

#### Four Powers Willys

(Continued from page 67)

plug situated at the center of the head. The engine can be adapted to higher compression ratios when gasolines with higher octane ratings are made generally available to the public, company engineers said. At present, a compression ratio of 7.8 to one is available as an option for improved performance in high-altitude areas.

The "Hurricane" is 14 per cent more powerful than the previous fourevlinder engine. Tests on some models indicate an 11 per cent increase in gasoline economy over the previous models at full throttle, with savings ranging up to 25 per cent at cruising speeds, the Willys announcement said. Piston displacement of 134.2 cubic inches is unchanged.

The six-cylinder "Lightning" is of the L-head type and has a compression ratio of 6.9 to one. It develops 75 horsepower at 4,000 r.p.m. Piston displacement is 161 cubic inches Compression ratio of the previous six was 6.42 to one. The six-cylinder en gine will be available as an option in the Jeepster and the conventional two-wheel-drive station wagon

#### "Hot Spot" Heat Avoided

Accessibility of the carburetor and simplicity of intake feeds in the head of the four-cylinder reduce service problems, company engineers said 'Hot spot" heat troubles are avoided by more uniform tempering of the intake charge due to the entire wall of the the inlet passages being held at even heat. A three way, constantrect pressure, pressure stream and splash for moving parts.

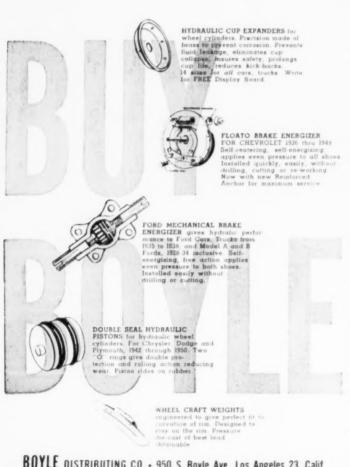
In general appearance, lines of the vehicles have been softened and

Lines of the front fenders have centers, lowered front tip and rolled and drawn edges. The rear-wheel opening of the station wagon has been lowered and restyled to conform

Seating arrangement in the station mg the driver's seat with a fold down back for easier access to the rear seat Scats are deeper from front to back This car features a wrap-around

Raising and lowering of the Jeepster top has been made casier by a

The instrument panel has been ic able and to place controls within easy teach of the driver



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LAST, AN AERO-TYPE SPARK PLUG FOR CARS!"

KNOW HOW MUCH WORK A SPARK PLUG CAN DO

RATED LIKE AIRCRAFT PLUGS."

"SHOWS

MASTINGS

USED.

" BUILT TO AIRCRAFT STANDARDS.

Y PLUG OFFERING FULL-RANGE IGNITION."

"VASTLY IMPROVED PERFORMAN

LUG

"LAST TWICE AS I AME

... is all about ...

## \$125 and worth it!

If Hastings Spark Plugs are not yet available in your territory, write direct for illustrated catalog. Distribution is being developed as rapidly as possible. Your jobber will be able to supply you soon.



#### Gauging Gas Gauges

(Continued from page 81)

hinge slightly and opens the contact points. Cooling begins immediately and the coil spring closes the contacts, causing only a very slight movement of the pointer.

#### Trouble Shooting

If the gauge does not give an accurate indication of the amount of fuel in the tank, check trouble as follows:

Disconnect the leads from the No. 1 and No. 2 terminals on the dash

unit and turn on the ignition. Ground No. I terminal and allow approximately one minute for the gauge to reach its indication, which should be above the "full" position. Ground both No. I and No. 2 terminals and the gauge should slowly return to the "½ full" position. If the dash unit does not operate correctly, remove it for a complete check and adjustment. If the dash unit operates correctly, reconnect the leads to the terminals and disconnect the leads from the tank unit.

Repeat the previous test by grounding first the lead that was connected

to the No. I terminal on the tank unit and then by grounding both leads. If the indications are not as described, it indicates a grounded or open lead which should be repaired. If the gauge operates correctly in the above two tests, the tank unit can be regarded as the cause of the original trouble.

Erratic or incorrect indications may be caused by loose connections or ground in the wiring or terminals. A fluctuating pointer is usually caused by dirty contacts in the dash unit. Clean the contacts by drawing a clean piece of bond paper between them. There should be a small amount of end play in the pointer shaft and the pointer should turn freely.

If it is necessary to calibrate the dash unit, place it on the bench in the same position that it was mounted on the panel. Shield the unit from cooling of the bi-metal blades. Connect "I GN SW" terminal to a battery. Connect No. 1 and No. terminals to a tank unit known to be in good condition and ground the tank unit case to the other battery terminal. Set float arm in "empty" position. Allow time for the pointer to reach its indication. Adjust the pointer position by moving the arm carrying the stationary contact point. This arm is prooted at its upper end and can be moved in or out with slight

Set the float arm in the "full" position and allow time for the pointer to come to rest. Adjust pointer by moving the arm carrying the insulating stop in the same manner that other arm was adjusted. Repeat the adjustment at "empty" and "full" positions until no further change is necessary.

#### The Magnetic Type

The magnetic type has three magnetic poles, two of which have windings. One of these windings is connected to the ignition switch and ground and creates a steady magnetic pull toward the "empty" position whenever the ignition switch is turned on. The other winding is also connected to the ignition switch, but is grounded by the tank unit. It creates a magnetic pull toward the "full" position, the strength of which is dependent upon the amount of restance inserted in the current by the tank unit.

With the float in the "cinpty" postion, resistance is inserted in the variable field circuit, while with the float in "full" position most of the resistance is grounded out.

The pointer is mounted on a mag



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Fan Belts are
"A herse of a different color"



**UELCO** Hydraulic Shock Absorbers

netic vane which is attracted by the two lower magnetic poles and takes a position between them, depending on the combined magnetic field.

A counter-weight is mounted on the pointer assembly to bring it back to the empty position whenever the ignition is turned off. If trouble is mdicated, check and locate as follows:

Disconnect the lead from "GA" terminal on the back of the dash unit. Turn on the ignition and the pointer should stay against the left stop pin-Ground the "GA" terminal and the pointer should move to the right stop pin. Check the wiring from the igni-tion switch to "S W" terminal and replace the dash unit if it does not act

Reconnect the lead to the "GA" terninal and disconnect the lead from the tank unit. The gauge should stay against the left stop pin when the ignition switch is furned on. If it indicates "full," look for a ground in the wiring between the dash and tank

Ground the lead at the tank mut-If the pointer does not move to the right stop pm. look for an opening in the wiring. Then test check for faults in the dash-unit variable field winding and for opens or grounds in

the connecting wires

The above did not check the constant field windings or tank unit. To test these parts, connect a tank unit known to be in good condition to the "GA" terminal on the dash unit and ground the tank-unit case. Operate the float arm and observe the readings. If the dash unit indications are incorrect, remove and calibrate the dash unit, or if the dash unit indicates correctly, replace the tank unit. If the dash-unit constant field winding is "full" over a large part of the floatarm movement, while if the tank unit is defective, the gange will be erratic or will not operate at all.

If the operation of the dash unit is erratic, it may also indicate interference with the pointer movement. If this be the case, remove the dash unit and inspect the pointer and armature assembly. Straighten the pointer if it is bent and rubs against the dial or

Check to make sure there is a small amount of end play in the shaft and that bearing plates have not been bent or are out of alignment. If the adjustable bearing is loose, or after adjusting the end play, apply a drop of varnish or shellac to prevent bearing from turning

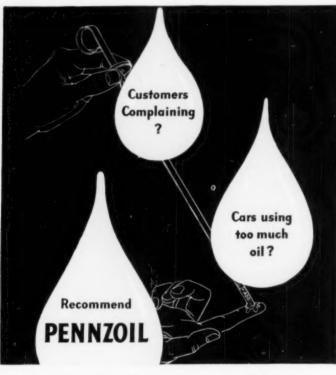
#### Calibrating the Dash Unit

Remove it and mount in same position as mounted on panel. Check to be sure the pointer turns easily and returns to the left hand stop pin from any position. The pointer should return to this position promptle

Connect the "SW" terminal on battery and ground the dash unit frame to the other battery terminal. Connect the tank unit to the "GA" case to the battery ground terminal. Place the float arm in the "full" posifull." Place the float in the 'empty' Repeat this process at the 'empty'

To rotate the pole shoes, pre on the Ushaped lug on the top edge of

says to spread or reduce the pointer movement. This is done by bending



There's more to this than meets the eye, Behind it is a complete Pennzoil selling program that gets you new customers, brings back old ones, and keeps all customers coming back again and again. Gets business for every department. Worth a lot of money to you. Call your Pennzoil distributor about it now or write to us for his name.

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Better jobs, fewer comebacks, more satisfied customers, 200 profits—because Koppers K-Spun Piston Rings are twice as strong as ordinary rings; have 50% more spring, four times greater resistance to combustion shock; are guaranteed against breakage for the life of the engine—due to unique centrifugal casting method!



Koppers great 1950 Advertising was the Mr. Big of automotive because it sells motorists on you as the Mr. Big of automotive service, boosts your know-how, your reputation for fine, economical service—with powerful advertising in The Saturday Evening. Post, Time and Newsweek, colorful consumer booklets, eye-catching engine overhaul chart and specification wall hanger, attentioning engine overhaul chart and specification wall hanger adstances caps, hard-selling newspaper adstances.

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Jobber has exclusive, patented KOETHERIZING which
expands a set of pistons in less than five minutes, with
permanent precision, at less than a dollar per piston!
KOPPERS COMPERS.

KOPPERS COMPANY, INC., Piston Ring Dept., Baltimore 3, Maryland.



decrease the air gap between the pole and armature.

After all adjustments have been completed, apply a drop of variush or shellac to prevent slipping

#### Five Things We Must Do Continued from page 75

By reading national publications we find that the percentage of business failures has increased by leaps and bounds in the past year and is still increasing. A national figure of 50 per cent of our car dealers to fail in

1950 has been given by one source. This might or might not be true. However, each of us is conscious of what has happened and what is happening in our particular locality.

Our state association assembles a list of 40-day accounts for participating members only. Whereas just a few mouths ago the number of 90day accounts was so few it hardly paid to look at the list, this past mouth there were six closely-typewritten pages representing an astomding amount of dollars and cents.

What are you doing to combat this

trend? Surely by now you have work ed out a system of credit information interchange with your fellow whole salers, car dealers and others with whom your customers trade.

Have you carefully analyzed each account on your books? If you have not, you might be surprised to learn how small an investment in tangible assets some of your customers have and how easy it is for them to go out of business.

Of course, you can not foresee the future. However, the better informed you are about each account, the better you will be able to make credit decisions that will in the long run affect your volume and profit picture. Remember, very few new accounts are being placed out our books. It therefore, becomes our responsibility to take care of those we now have yet we must learn how and when to say no and mean if

#### 5.— Now is the time to cooperate with your fellow jobbers

When we stop to consider that our tellow jobber down the street is direct competition, but in the over all picture very small compared with all other types, we come to a fuller realization of what that word "cooperate" could really mean to us. The companies, oil companies, chain stores, inaunfacturers selling direct, car factories, yea, a host of others are after the same consumer dollar for the same goods we sell. They, of murse are our competitors—some good, some bad. They influence our methods of selling

A way has been recently opened for us to participate collectively in a nationalide campaign which holds high the hanner of our industry in a combined effort to build goodwill, use a good old American advertising campaign. I refer to "Get It from Very Liddler."

I clow jobbers, take time and to man up and actively participate in this campaign

We started this article warning you that we did not have the answer to all our problems. We hope that our remarks have stimulated some thinking that now is the time to analyze didne work—be outmostic, but most important of all. Now is the time to Sell.

#### Asheville Dealers Elect Hunter

Joseph I. Hunter was recentively decided president of the Asheville X C., Automobile Dealers Association Charles C Ricker is steepies dent and John L. Lassiter is secretary



Rotating Wheels 
Cylinder Heads 
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Seeing is Believing A "handful of hands" and all the ability they provide are yours with ONE amazing Ingersoll-Rand Impactool — the sensation of the electric tool field.

YOU CANNOT STALL AND BURN OUT THE MOTOR . . . . Should you stall the spindle completely the motor continues to run.

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YOU CAN SAVE UP TO 90% OF NUT RUNNING TIME ALONE . . . . The Impactool easily pays for itself in 30 days or less.

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Ask your jobber for a demonstration of this amazing, time-saving, labor-aiding Impactool

# Sell Safety on Sight!

GUIDE "SEALED-UNIT"
SPOTLAMP features
smooth-working inner
controls—available for
post or thru-the-door
mounting and with or
without attached rearview mirror.

GUIDE "SEALED-UNIT" FOG LAMPS are available singly or in pairs, with wiring, switch and universal mounting; fit any make of car.

FREE GUIDE DISPLAY permits easy mounting without special tools—sets off lamps to eyecatching advantage; is free with purchase of lamps.



Customers can catch at a glance the safety advantages and the sparkling beauty of Guide's brilliant Spotlamp and Fog Lamps when mounted on this attractive display. They can operate and examine them—see the amazing conveniences they offer drivers.

Guide lamps are high quality, standout performers . . . recognized top sellers all over the nation. And they'll move even faster—build more profits for you—when displayed on this Guide merchandiser . . . yours free with the purchase of Guide lamps.

So show your way to greater profits today with this sparkling sales booster. Contact your United Motors distributor without delay.

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"Statul," or counse, is a standout," says Joseph Samuels of Utica Gear & Auto Parts Corp., "but we find our dealers are just as interested in the strong promotion program back of the complete Auto-Lite line. The combination of magazine, newspaper, radio and

television advertising working with the ready made. Auto Lite original equipment market gives us real profit at the point of sale. You make it easy to tie in for action and you build action for the tie in. We'll say every one wins with Auto Lite."



#### Solving 'Em the Hard Way (Continued from page 79)

the first touch. Away he went with his load while Bill waited for the next trouble-giving truck.

It wasn't long until another truck appeared. By its very newness Bill judged it to be one of the trouble givers. According to the driver every thing was all right except the engine just didn't have enough power. Bill was skeptical. He'd seen a lot of such cases. There was usually no foundation for them. As a rule they disap-

peared when the truck "broke is" and the driver became used to that new job. However, he'd been sent down here to clear up these complaints so he'd check up and see if anything was really wrong.

The engine idled as smoothly as could be desired. Bill thought be could judge timing by the way an engine idled and he'd say this one was timed mighty close to right. About all he could do was ride this job for a trip and see how it performed under load.

While the truck was being loaded

he asked a few questions of the skidteam driver. He had to find out if the truck was being asked to carry more than its normal load. Then he talked some more with the driver, endeavoring to learn if he was an experienced hand or just a smartalce with his first job.

Once loaded and under way it did not take long for symptoms to develop. At the first slight grade the engine cougled a couple of times and seemed about to stall before the driver changed to a lower gear.

"That's the way she does," said the driver. "The other trucks are pulling this little hill in third speed but I do well to make it in second."

Bill glanced at the temperature gauge. It showed normal. He had thought the pb acted like one that was running too cold but that guess was out.

#### Was the Timing Late?

At the top of the grade he had the truck stopped. It wouldn't burt to move that timing up enough to get a sharp ping, then he'd know for sure the tuning wasn't late. While he was about it he flipped off the distributor cap and asked the driver to whirl the engine over while he watched the action of the points. They seemed to be okay. Bill was thankful now for the number of times he'd tried to see how close he could get them before setting points on a machine. While the hood was up he made it a point to check the heat control valve. It seemed to be all right.

Upon starting up again under load the engine pinged rather sharply, so it was necessary to get out and set the tining back just about as much as he had advanced it, which did prove one thing: it hadn't been late. He asked about the fuel used and the driver was firm in stating all three trucks used the same brand.

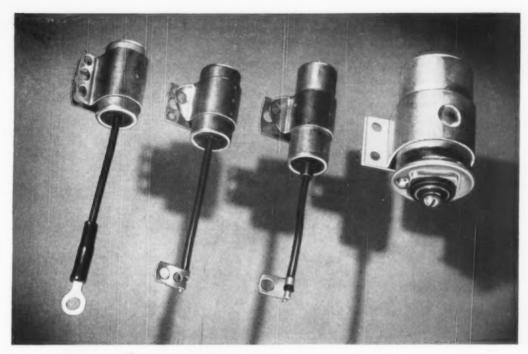
Bill felt at a disadvantage in not knowing just what a heavily loaded truck should be capable of. With a passenger car he would have taken the wheel and put it through its paces; here he must rely entirely on the driver.

At the next grade when the engine began to weaken and the driver changed to a lower gear, Bill's old trouble-shooting instinct came alive. He thought he had it now the job seemed to be too lean. He reached over and pulled the choke partly out and the engine seemed for a short period to take on new life. That setfled it for him: it had to be either fuel pump or carburctor.

Bill would have been glad to turn



Warner Cooling System Compounds 920 S. MICHIGAN AVE., CHICAGO S, ILL.



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Delco-Remy ignition condensers are designed to meet the requirements of modern ignition systems. They are sealed, completely waterproof . . . unaffected by vibration encountered in service. Their unique springloaded construction eliminates soldered joints and prevents the development of high series resistances which cause poor performance and shorten the life of distributor contact points.

Built to operate in balance with other units of the electrical system, Delco-Remy ignition

condensers meet all requirements of the 6-, 12- and 24-volt systems on both standard and heavy-duty applications. A variety of mounting brackets permits ready adaptation of the condensers to the application,



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Available Everywhere Through
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WHEREVER WHEELS TURN OR PROPELLERS SPIN

around and go back to his tools and parts, but according to the driver it was best now to go on to the mill and unload.

Once back at his base Bill disconnected the fuel line at the carburetor and watched the pump throw fuel all over the engine when the starter was operated. Of course the pump could still break down when the engine was operated under a constant load, but for the present he could count it as okay. There seemed to be nothing left but the carburetor, he thought as he lifted the air cleaner.

He removed the carburetor cover and looked at the fuel level, which seemed to be within specifications. It would have been easy to have brought a float level gauge, but as many of these jobs as he'd set he ought to be able to guess it closely enough. Next he removed the float and unscrewed the well-jet, holding it to the light to read the number. Just as he'd suspected, it was about three sizes too small. There wasn't much use in looking further; this was enough to lean the mixture out and cause that lack of power. Of course it shouldn't

have happened on this new job but somehow it had.

Of course changing the carburetor would cure the trouble and Bill knew there would be no objection to that back at the shop. His orders had been to cure the trouble. He was the kind of guy, though, who did not relish changing an entire unit just for a minor defect, so he proceeded to remove the well-jet from the new carburetor he'd brought, making sure it was the right size, and install it in the one on the truck.

This time he followed the truck in his pick-up, feeling confident the trouble was cured but wanting to make sure. When, after topping the second hill, the driver gave him the high sign he turned and went back to the skid-way to await the third and, he hoped, the last case of trouble

#### Unlimbering the Screwdriver

This was the truck with the miss and that was quite evident when the hood was raised and the engine idled. It sounded like only four of the six cylinders were firing, so Bill tried the old screwdriver method of shorting out one plug at a time. Sure enough, the two rear cylinders were dead. He didn't think it was plug trouble because the spark showed too plainly when he shorted with the screwdriver. Fouled plugs would have shown on the outside-either a weak spark or none at all. To make sure, he lifted one of the plug wires with the engine rinning. The spark jumped nearly half an inch, which indicated no distributor cap or wire trouble. He cut the engine and checked the wires for proper sequence of the firing ord-Nothing wrong there

After that he looked the engine over for a possible disconnected vacuum line but found none. It could be, he thought, a head gasket blown between two exhinders. If that was the case, then part of his mission was a failure because he'd brought no head gasket. Well, the least he could do was to make sure.

He removed all the plugs except the ones in the suspected cylinders, then whirled the engine over with the starter. Immediately his spirits rose, there was a double hesitation on the starter's part, which indicated good compression on those two cylinders. To make doubly sure he removed the plug from No. 6 cylinder and let the starter turn No. 5 over a few compressions, then did the same with No. 6. He knew now almost as well as if he had used a compression gauge that those two cylinders had enough compression to carry their share of



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find it to your advantage to draw on your Chevrolet dealer's balanced stocks of parts and his ability to help you with Chevrolet service problems.





The story of genuine Chevrolet parts is a story well worth the telling. . a story of vital interest to you. Behind every genuine Chevrolet part lies a history of years of research by some of the finest automotive engineers in the country. Those years spent in designing and testing mean that each genuine Chevrolet part is a precision product designed for the job it is to do. In your business, the superb quality of genuine Chevrolet parts is your best assurance of customer satisfaction . . and that in turn, means your business should continue to prosper and grow.

PARTNERS IN SERVICE

FOR YOUR BEST DEAL...
DEAL WITH YOUR
CHEVROLET DEALER

PARTNERS IN SERVICE the load. Here a thought struck him why hadn't be thought of that

Putting everything back as it had been he again started the engine and reached for his oil can. Squirting oil around the intake manifold flange which fed those two missing cylinders caused a hissing sound and some of the oil was sucked inside the manifold, the miss disappearing while the oil covered the leak. Well, that was easy, thought Bill as he reached for a wrench and gave the entire manifold a good tightening. In ky the

gaskets were good, he'd never go off like this again without a head and manifold set.

The engine purred smoothly and Bill felt that sense of well-being that goes with a job well done. The old man had depended on him and he hadn't let him down, even though he'd been compelled to find the tron-

Now there was nothing left to do but go by the mill office and make a report as the truck manager had ask ed him. Plenty of time to get back before dark, so now he could enjoy

some of that spring air he'd been

#### Training Em for Service Continued from page 69

to give information so the men won't be surprised if something of that type

For instance, there is a Vita Meter in the classroom. This is a separate carburetion unit to inject a special fluid into the combustion chamber on low vacuum on intake manifold to raise momentarily the octane rating of fuel at the particular time the driver needs a surge of power for a fast getsiwas

Oldtimers, as well as new mechanics say the training school has been a big help to them. The school has had men with 35 years' experience who say they have been helped and who are sending some of their men to the classes. With new units and testing procedure on vehicles, old meup to date on parts of the modern car and how to service them.

In the Clapp files are many letters of gratifude, such as this one

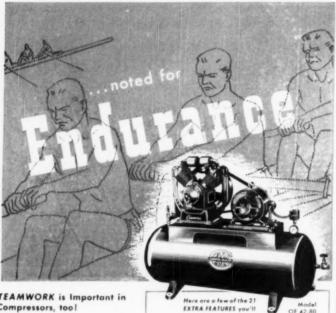
The course was definitely bene ficial to me in that it gave me information relative to electrical and carburetor work which I was lacking. in turn, putting me in a position to instruct my employees properly, as well as being able to check the work of employees. After completing the course of classes. I feel more confidence in myself when instructing and checking the work of employees under on supervision."

And another wrote:

If it were not for the training I have received from your classes and the special information I have obtained from the instruction book furnish ed me I would continue to have trou Since I have completed your the regulators, which was the principal reason for my attending your

President R. T. Clapp considers the training school one of the best helps for the company devised since it was organized in 1914. He feels that he is fortunate to have Blevins for his instructor. Blevins was automotive technical advisor for the War Department during the war and has

Space for the school was partitioned off at a well-lighted corner of the service department. A blackboard and holders for charts and diagrams were installed, as well as the work tables and other testing equipment



TEAMWORK is Important in Compressors, too!

The materials, workmanship and sound practical design of the Champion Line pull together with the 21 EXTRA FEATURES to give you endurance, better performance and maximum operating economy! Before you choose a compressor, compare point for point. You'll find, like thousands of other smart buyers, that the Champion can't be beat!

\* Low speed, under 600 . Dynamically balanced RPM's, reduces vibration.

Extra deep, thin fins for maximum cooling. n-type flywheel . Multiple V-belt drive . Drop forged connecting Self-Jubricationsimple efficient ully enclosed crankcase seeps out dirt, moisture. · Enclosed centrifugal

find in every Champion !

OE 42-80

FREE Champion Bulletin Write TODAY for your copy

facts then compare! CHAMPION PNEUMATIC MACHINERY CO 834 : Pleasant Street, Princeton, Illinois





# 1949 ABC Team All-Events Winners Lou Sielaff, Capt. To be a winners

# YOU and UNITED MOTORS

To be a winner, a dealer must have something that people want—like the parts and products in the United Motors lines that are original equipment on the country's leading makes of cars, trucks and buses. Business from these millions of vehicles comes naturally to United Motors dealers, month after month, year after year. And each dealer is equipped with parts and service information that let him handle his share of the business most profitably. You and United Motors lines can be a winning combination. Talk to your United Motors distributor, or write directly to us.

# UNITED MOTORS SERVICE

Division of General Motors Corporation General Motors Building, Detroit 2, Michigan

DELCO Batteries
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MORAINE Engine Bearings
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NEW DEPARTURE
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DELCO Shock Absorbers
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KLAXON Horns
HARRISON Radiators
ROCHESTER Carburetors
DELCO Hydraulic Brakes



# LEAK-TROOF

# PISTON RINGS NATURAL

# THEY'VE PASSED THE ACID TEST

FRICTION causes motor wear . . . but so does ACID ACTION! McQuay-Norris engineers have duplicated acids formed in a motor, shown in the glass container. Note that the acid attacking the two ordinary rings at the right causes bubbles to rise. In motor operation that means wear. Now note no bubbles rise from the ring at the left because it is ALTINIZED!



# THEY'RE ALTINIZED



Altinizing is an exclusive process created by McQuay-Norris whereby a special tin coating is electrically deposited upon the surface of the rings. Altinizing reduces scuffing, absorbs more oil, resists friction, provides quick sealing and increases natural wear life 33½%. All LEAK-PROOF rings are ALTINIZED.



McQUAY-NORRIS

# WEAR LIFE S

THEY'RE SCUFF PROOFED



# PISTON FITTED WITH ORDINARY RINGS

- Rings and piston scuffed and body worn during break-in period.
- 2. Rings have never seated.
- Proper sealing action of ring impossible due to worn surfaces.
- 4. Effective ring operation impaired.

The ring condition not only affected the rings but extended into the piston so that the whole assembly could not give proper service.



# PISTON FITTED

- Rings and piston show slightest possible scuffing and wear during break-in period.
- 2. Rings seating properly.
- Positive sealing action of rings due to fine bearing surface — Altinized finish.
- Successful ring operation due to lack of scuffing and premature wear; proper seating of rings, and positive sealing action.

Because the rings were not scuffed the piston has not been affected, and the assembly operated efficiently.



THEY'RE CONSISTENT MONEY MAKERS

They have features other rings haven't got. You can make more money with LEAK-PROOF because you have less come-backs, less trouble. Install LEAK-PROOF Piston Rings and you've done your best.

# Is This the Way They Do It in Your Shop?

By Melvin J. Timm

Instructor of Automobile Mechanics Berryville, Arkansas

Poor shop procedure rums many new cars.

The customer naturally expects you to check and lubricate his new car before delivery, but he certainly

doesn't expect you to do some of the things that are done every day by outlinking mechanics.

Last week, along with an official from the veterans' training bureau, we were looking over some shops betore certifying them for on-the-job training. Several were dealerships.

In one of them a row of new cars was standing idling. An attendant explained that he was warning them up to check the anti-freeze. No one had taken the time to speed up the idle adjustment. It is doubtful whether the rings, pistons and evlinder walls were getting sufficient lubrication for this critical period. One can particular was loping hadly because of an over-rich idling mixture. The probable result was at least one senfect job and maybe more.

In another dealership two new cars were still connected together by a tow bar. They had been driver and towed 80 miles, although the speed ometers still registered zero. In this balk country the job of towing a car is too much for any new car and without a speedometer to check on it, it is doubtful whether there are many drivers capable of keeping within proper performance limits. The future owner of one of the two new cars may have a "lemon."

### Grease to Spare!

In the same dealership a grease man immediately went to work. He lubricated everything. Rubber shackles that depend on a torsional movement within the limits of the inher ent elasticity of the rubber were bericant. Ordinary chassis grease went into the rear spring covers. With a can of dripless Inbricating oil in his right hand the grease man went ber serk. The generator, distributor and even the carbiretor linkage were soak ed. Not even the automatic choke and the manifold damper escaped As a final stroke before connecting the cable to the speedometer, he filled it with oil. As he screwed it back he remarked. "We have a lot of cable

In a third dealership a new car was upon a grease rack and a mechanic was busy fightening nuts and bolts. He wasn't actually using brute force and bull awkwardness, but he wasn't using a torque wrench either.

Out front a salesman was glibb explaining that ten weight oil was as heavy as he ever used in his ear. The instruction book called for 30 m summer and 20 m winter.

"You see," said the salesman, "the molecules of oil are like little ball bearings. The bugger the SAE number, the bugger the molecules, and it stands to reason that if you keep ten weight in her she won't have to wear out big enough for 50 weight to get

Continued on page 113



Represented to JOBBERS in the South by
Allan Sales Company, Birmingham R. Howard Chamness Company, Dallas
Phil S. Crutcher, Jr., Louisville Sanders Company, Greensboro
Starr Company, Petersboro, Va.

Hudson's Setting the Trend With a New Kind of Ride . . .

# "THE NEW STEP-DOWN RIDE"



# LOOK AT THESE UNMATCHED HUDSON SALES ADVANTAGES:

MOST ROOM! Yes-because Hndson's unique method of construction allows more less of price.

BEST RIDE! Yes-because Hudson has the

SAFEST! Yes-because recessed floor. within the Monobilt body-and-frame", puts and protected by steel girders. PLUS other

H tison has the only completely new ear on the market the dazzling, lower-priced HCD. SON Pacemaker, Back of it you'll find the famous Super Series, and the deluxe Custom Commodores ALL with features unmatched elsewhere at may price together blanketing more than 50% of the total market

HUDSON buyers get Monobilt America - lowest center of gravity ... roomiest interiors of engines Center Point Steering

These, and countless other unique

HI DSON features add up to "The New Step Down Ride amazing new way of motoring price class, from the lowest to the highest. It's no wonder they ALL say, "You get most for your money in a HUDSON"

Can YOU think of a better selling epportunity for YOU - when "more value for less cost" is the long-word of American nuteralom?

Then-write, wire or phone Mr. ( A. J. Hadley, Sales Manager, Hadson Motor Car Company, Detroit 14. Michigan-and get the facts on HUDSON'S good deal for good dealers. For the trend's to HI DSON . . with the public and dealers both And that a YOUR one for a real clean-up in '50!

\*Troofe work out pretents pending.

HUDSON 3 GREAT SERIES
Lawer Priced Pacamater
Famous Super
Control Commentator
Control Commentator



This fully automatic Regens Storminghter is the most practical pocket lighter is the most practical pocket lighter we've seen! It lights smoothly lighter we've seen! It lights smoothly and easily at the press of a finger on and saily at the pression made, it handy pipe lighter. Precision made, it carries a one-year guarantee. Recarries a one-year guarantee. Removable tank for easy filling. You'll liek the Regens windproof construction, its handsome appearance and finish.

# GET TO KNOW NOR'WAY through this special

introductory deal! A combination case of Norway Automotive Products—46 fast-selling items—plus one of the best lighters on the market—for the price of \$15.90!

**YOU'LL MAKE** at least \$10.60 on this Norway Assortment, since individual packages retail at \$26.50! BUT, you can make up to five times that amount by offering complete Norway Radiator Service.

STOCK UP FOR SPRING PROFITS!
CALL YOUR NOR'WAY JOBBER NOW!

COMMERCIAL SOLVENTS CORPORATION . SPECIALTIES DIVISION

17 East 42nd Street, New York 17, N.Y.



# Is This Your Shop?

(Continued from page 110)

through. Why, they just tore mine down last week, and was that engine clean! It really didn't need rings either. Nothing but a plugged-up oil ring. Only six thousandths of taper in nearly forty thousand miles."

Back in the shop the mechanic was still busy tightening up. He finally got out his torque wrench and went to work on the head bolts. He eased up to the minimum torque requirement and quit.

"I have never run into a loose one yet. I don't know why they want you to check the head bolts," he com-

Naturally new cars of every make have some inherent faults. The studied inaccessibility of some of the parts seems to be the work of some evil genius. Nevertheless, an excess of complaints of a similar nature might well be traced in most cases to the new-car check procedure in your shop. That new engine ought to be handled even more carefully than you handle your rebored and rebuilt jobs.

"It all seems so elementary" and "it can't possibly happen here" are typical reactions of shop foremen when the above faults are brought to their attention.

As for the customer, he has anywhere from fifteen hundred to three thousand dollars invested in a new car. Think of him. Even though he may own the First National Bank, he doesn't expect to throw that kind of money down the drainpipe. What is more, if he has a lot of annoving troubles and his oil and gas consumption doesn't make par for the course, not only he but a lot of his friends are going to avoid your make and you may find it about as popular as sand fleas on a beach.

# Nash Adds Rambler

(Continued from page 65)

in traffic and on the highway is excellent, company engineers said.

The engine is equipped with U-Flex piston rings and the Uniflo-Jet carburetor. It will deliver up to 30 miles a gallon, company engineers said. Overdrive is offered as optional equipment.

Hotchkiss rear drive and suspension use conventional semi-elliptic multileaf rear springs. Drive from the rear wheels is through the springs.

Body styles of the Rambler line eventually will include the convertible, a station wagon, two-door sedan and other models, the Nash announcement concerning the line stated.



The straight, round, satin-smooth cylinder walls produced by Sunnen Honing are ideal for quick-seating new rings — guarantee perfect lubricating surfaces for rings and pistons — and they're a must for long-lasting compression and oil control. Today, every car manufacturer in the U. S. A. hones cylinders in new motors; and Sunnen Honing is your best bet to make sure that ring jobs stay sold, without comebacks.

The AN-110 Cylinder Grinder handles all sizes between  $2^{11}/6''$  and  $14^{1}/2''$  (junior model goes down to 2''). Average honing time is five minutes per cylinder. Get a Sunnen Cylinder Grinder Outfit for your shop — try it for thirty days. We guarantee full satisfaction or your money back!

Write for free booklet "There's Profit in Low-Cost Motor Repairs."



Dear Bill.

Business has been picking up some after a slight seasonal slump. Our heavy repair has been lagging for some time, due no doubt to the fact there were no cars made during the war that would now be the babies needing a major job, and since the prewar cars just aren't worth the price of a big job.

We've been trying to cover that loss of business by concentrating our selling guns on lighter repairs and preventive maintenance prospects, occasionally selling a partial engine job



# **BIG for 1950!**



Two reasons why there are now more than a million Fulton Sun Shields on the road: 1) The product is *right*, and it has the *right* program of advertising behind it. 2) Sales efforts of jobbers and dealers have established it as the leader in consumer preference.

Look for the half-page, two-color Fulton ads in the POST every two weeks, starting April 15. You'll see why the Fulton Sun Shield means bigger-thanever profit for you this year.

Adequate stock is the best insurance against lost sales. Order today!

# NEW FULTON SIDE SHIELDS

Now equipped with stainless steel spring clips for easy secure concealed attachment. They're good looking and — Keep rain out, let fresh air in, for all weather driving combort. "Also POST advertised.

# THE FULTON COMPANY

MILWAUKEE 14, WISCONSIN
In Canada 1 C Adams Co., Ltd., Toranto

on an older car that the owner is holding until ready to trade. I thought perhaps the public would decide to hold on to older cars and keep them running, after they saw what could be done about long mileage from war experience, but the old newcar hug bites them just as hard now as it did in the old days.

Parts, of course, cost more, but we actually are doing service jobs for the same price as prewar, 'though we do it faster because of better equipment and attention to all time-saving possibilities. The flat-rate boys draw ten per cent more for their work, due to our raise of from 40 per cent to 50 per cent of the tetail price.

The boss was back talking to the bull-of-the-woods this morning on a subject bearing on this higher rate. He is beginning to prepare for the used-car problem which he says is only a few months away, and he wants to know what share of the work we might want, or if it would be more economical to throw all the used-car repair to the enlarged used-car department.

The bull figures we should progress slowly on the enlargement of a used car shop. He considers that the shop they now have should be adequate, and that our regular service line might need the overflow to keep a balance. He says our machine shop and some of our specialists can knock out certain used-car work cheaper than the enlarged used-car shop, considering the cost of duplicate equipment. His idea is to let the used-car boys rough out the jobs and let us do the finishing and machine work, at piece work pieces.

While the used-car work is bound to increase, he feels that heavy cus former work may take a few months to get luck in stride, for the 1946 models are our first prospects, and there are not any too many of them.

We've been installing a number of crankcase ventilation systems on some of our town-drivers and delivery velucles. Believe it is relieving the ex-



cessive sludging problems for us. We've used several makes of them, but when we insulate the oil pan and raise the engine temp for the winter months, it helps even more. We've been sticking paper around the pan, and then letting the underenater spray over the paper. Makes it easier to strip off the coating for engine work or summer driving.

Sorry to hear your tries are bald after only 15,000 miles; the way you drive, you'd better earry a little more air pressure, even though you are already a couple of pounds over recommendation. Since all the tries show wear, the alignment must not be a factor. Some of our customers are corrying five lbs. or more pressure over the recommended amount.

If you don't mind driving a couple of thousand miles, run over some time and I'll see if I can find anything else that might be causing undue were on the treads.

Ya.

# Removing Plymouth Window

(Continued from page 84)

top center. The cord must be long enough to extend around weatherstrip with sufficient extra length for gripping.

Replacement of window will require two men—one outside and one inside. With the window in position, apply even pressure on the entire glass with a little extra pressure along the area where the eard is being pulled. Pull the cord gradually while applying pressure on the outside of plays.

Alternately pull the cord, first on one side, then on the other, until the entire weatherstrip encases the body edge. In instances where the weath erstrip is not in position, pressure must be applied on outside of glaswhile the weatherstrip is worked into position on miside of car with a bent serrodriper or similar trial.

 Apply liquid soap and replace lower chronic moulding strip by sliding into groove of weatherstrip.

5.—Install center serew on lower part of rear window moulding. In stall chrome corner mouldings Slight pressure on the usade of the window helps relieve tension on the glass, but care must be taken not to exert so much pressure that the window will come out. Tap the end of the corner mouldings lightly with a soft fiber block and mallet to assist positioning. Cover the serew heads with heavy sealing compound to seal the threads.

 Insert weatherstrip retainer in groove of weatherstrip with special tool C-895. Apply liquid soap to groove in weatherstrip and to retainer. With retainer properly laced in needle heads of special tool C 895, insert self-locking seal into groove. Follow the retainer groove in weatherstrip with tool with steady, even pull. If tool catches momentarily, slightly wiggle the head of tool sidewise and continue at the proper angle and pressure.

Install belt moulding shelf panel and garnish moulding.

S.—Remove all traces of liquid soap. Rinse thoroughly with water to prevent damage to paint.

# Packard Points to Growth At 25-Year Celebration

PACKARD Motor Car Co.'s 1949 output of 104,593 cars represented a 350 per cent mercase over the 23, 400 produced in 1925, President Hugh I. Ferry pointed out at a recent dimer honoring 116 employees who have completed 25 years of service with Packard.

Dollar volume last year of \$212, 500,000 was 250 per cent greater than the \$60,500,000 total sales listed by the company in 1925. Very said.

# **NEW for 1950!**



Now you can reach a great new additional market. Sell those thousands of motorists who demand Fulton quality and also want the smartness of chrome trim. Here is your answer—a source of entirely new, additional volume! The new 1000 Series Fulton Sun Shield has all the features and

quality you expect in a Fulton product

— plus chrome trim and streamlined

Micro-Point adjusting brackets. It has a
powerful POST advertising schedule behind it— it will go.

Adequate stock is the best insurance against lost sales. Order today!

# MICRO-POINT ADJUSTING MECHANISM

Concealed by the distinctive chrome name cap on the side bracket is the exclusive new Micro-Point adjusting mechanism. The two face goars illustrated mesh to give any deaired vertical adjustment of front edge of the Sun Sheid.

### THE FULTON COMPANY

Milwaukee 14, Wisconsin In Canada J. C. Adams Co., Ltd., Taranto



# No other manufacturer line and the program



# Only AUTO-LITE offers you a complete spark plug line

can match this back of it ...

You own it to yourself to investigate the complete line of Ignition Engineered Auto-Lite Spark Plugs now producing maximum profits for dealers everywhere. Consider the extra profit you make on every sale of Auto-Lite Resistor Spark Plugs—the powerful Auto-Lite radio, television, newspaper and magazine advertisements that draw consumer attention to Auto-Lite Spark Plug Dealers—the ready-made market of Auto-Lite equipped cars. Then "Switch to Auto-Lite" so you too can profit by selling Auto-Lite—"the best advertised name in the automotive after-market."

\* Television

\* Network Radio

\* Magazines

\* Newspapers

\* Farm Papers

\* Displays

\*Cut-away view shows the 10,000 ohm Resistor which permits wider initial gap settings and makes there advantages passible. Double life under equal conditions as rampared with morrow gap spark plugs.



TWO great action-getters! The new Auto-Lite Spark Plug Cleaner and the new improved Spark Plug Merchandiser . . . both attractively designed to help you boost volume and profit. A great team for promoting spark plug sales.



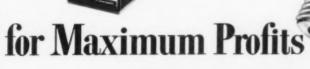
Sell the sensational new wide-gap Auto-Lite Resistor Spark Plug—original equipment on many leading makes of cars and trucks. Gives smoother performance, double life and greater gas savings.\*



Self the regular Auto-Lite Spark Plug for all types of engines. Famous for dependability and economy . . . Ignitian engineered by ignitian engineers. Original equipment on many of America's finest cars, trucks and tractors.



Sell the Auto-Lite Transport Spark Plug with aircraft type insulator, heavy electrodes and rugged construction especially suitable for farm, bus and truck operation. Gives lawest cost per mile of spark plug operation.



# GOT A GOOD

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 805 Peachtree Street, N. E., Atlanta 5, Ga.

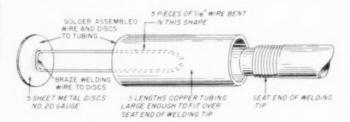
# Protecting Welding Torch Tips

It it is been investigated that welding tips not in use are carelessly laid around, resulting in damaged seats and threads. This leads to dispersion leads

To avoid this, it is very simple to make the ship-on caps shown in the illustration. If they become loose, just spread apart the ends of wire.

Frank L. Pittinger, 8231 Dundaik Avenue, Baltimore 22, Maryland.

# Time SAVERS



# Installing Master Cylinder On Chevrolet Cars

Whits installing master cylinder kits in Chevrolet passenger cars from 1937 through 1948, we have found this technique useful:

Remove plug at the rear of master

eylinder. Remove relief valve and spring. Depress brake pedal about half way. Insert 1/16" welding rod through front of master cylinder. Push piston and cup out the rear. Install cylinder kit in reverse.

This job takes about 15 to 50 minutes, depending on the condition of



the master cylinder. Master cylinder can be honed without removing from chassis. Use master cylinder hone by welding a 6" shank and using a 1/4" drill.—Thomas G. Carter, Ir., Connolly Motor Company (De Soto-Plymanth), Hillsbam, Texas.

# Replacing Valve Springs Without Removing Head

Sometimes it is necessary to replace weak or broken valve springs. Compress spring and use two small pieces of wire to hold spring compressed. Remove spark plug on cylinder where spring is to be installed with a piece of welding rod inserted in spark-plug hole. Hold valve open.

Install spring, insert valve keepers, remove wire holding spring compressed and the job is completed.

I have used this method of replacing weak or broken valve springs in my shop and it sute is a Time Save:

—Ferrell A. Echols, Box 1012.

Brownfield, Texas.

# Replacing Starting Motor Cap Screw on Plymouth

Os Prysiovitt and Dodge starting motors the top cap serew is hard to get to and remove and replace even with a good starter wrench.

Once the screw is removed, saw a slot across the cap screw head with

a hacksaw and use a screwdriver to run cap screw up and then tighten with starter wrench. It can be removed the same way once it is slotted. —Solon Farmer, West End Garage, Jackson, Mississippi.

# Spotting Ignition Trouble On 1941-42 Lincolns

Some 1941-42 Lincolns are getting into the hands of the third and fourth owners and, as a consequence, coming for service to shops that are but slightly acquainted with their ignition system.

When one of these cars goes on "one side"—fires on only one of the banks of six evlinders—the trouble can usually be traced to a ground in the overdrise kick down circuit.

It will be noted that the wire from the left bank is comparatively short and connects to the relay, while the left bank wire goes back under the car to the overdrive solemnd. In most cases where cars of this model out out on one side of the ignition, the trouble will be found in the long or wire.—Lyin F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.

# Adjusting Carburetors With Throttle Closed

Sour carburctor adjustments of quire the throttle to be held in a closed position, such as pump stroke, metering ruds and anti-percolator. In these cases, I loop a stout rubber band or two around the throttle adjustment screw and stretch it tight around the

inlet fitting or a bowl cover screw

This holds the throttle closed and lets you use the gauges much more easily and accurately, especially in the eight-cylinder carburetors. — Lloyd Hazelrigg, Barnett Sales Company, Ottawa, Kansas.

# Making Drift Punch From Steel Rod

A coon substitute for a brass drift punch is to take a steel rod and cut to the sizes for your needs. Build up each end of the rod with a



heavy coat of bronze

Lake find Lean make a good brass hammer by using the same technique. —W. T. Lawrence, Lawrence's Garage, Lookout, West Virginia.

# When Repairing Antenna Operated by Vacuum

THE vacuum operated antenna, such as is used on Cadillacs, sometimes becomes inoperative, although it has good vacuum. When this occurs, it is generally due to moisture getting in the antenna cylinder.

and galling the cylinder and destroying its lubricant.

When this happens, remove both vacuum hoses from antenna. Cut a piece of wiper hose about 14 melies long and slide it on upper fitting of antenna. Pull antenna to extreme upper position. Put about a table-spoon of powdered graphite in the hose and force antenna and in extreme lower position.

The vacuum will pull the graphite into the cylinder. Then reverse procedure, putting length of hose on lower connection with antenna lowered and inserting the same amount of graphite. Raise antenna quickly. This will generally free the antenna quickly. — Ralph McKenzie, 405 East Washington, Pittsburg, Kansas.

# When Removing Pistons From Chrysler Brakes

I s My experience with Chrysler-product brakes. I ran into a bit of difficulte in removing the pistons and cups from the front-wheel cylinders. This is how I overcame this particular problem:

After disassembling the shoes, I took an ordinary pair of snap ring phers which I inserted into the concave part of the piston. With a small amount of pressure I was able to remove the piston and cup with a minimum of effort. This applies to all Chrysler-built cars from 1942 to 1950.—Louis Miller, Roger Sullivan. Inc. (Chrysler-Plymouth), Baltimore, Maryland.

# When Opening and Closing Radiator Drain Cocks

HERE is a Time Saver I made for opening and closing radiator drain cocks on 1949 Chrysler-built cars

I took an old Ford brake rod. Using the clevis end, I sawed the rod off 28" long and welded clevis to rod. Then I slipped a piece of hose 20"



long over the rod to protect the grille fmish.

I bent the opposite end to a right angle 5° down for a handle. Then I sawed off half of the clevis pin holes. The hooked ends of the clevis will fit the drain cock valve.—Woodrow I. Cumingham. Box 32°. Marshall, Missoiri.

# Getting Solvents Through Mercury Carburetor

It is not always easy to get top fill and solvents through the new sideintake carburetors. Here's a way that is very successful on 1949 Mercury. Lincoln and big Ford truck models

Remove the center serew from the carburetor cover. Then with engine at a fast idle, oil or a solvent can be admitted to the air stream by means of an ordinary squirt can.—Lynn F. Snoddy, 1622 Vivian Street. Shreve-port, Louisiana.



# Stopping Annoying Rattle In Ford Horn Ring

A NUMBER of the 1949 Ford horn rings have developed a bad rattle due to the plastic nameplate shrinking slightly. It is hard to stop as there is no way to tighten it in the horn ring. Many times we have gone to the parts room to get a new ring and found it had the same rattle as the old one.

This rattle can be stopped in ten minutes by following this procedure: Unsnap the ring and remove it from the horn wire. Cut three 3/4-inchlong pieces of 1/2 by 3/4-inch weather stripping—the kind that parts rooms handle in big rolls.

Coat these pieces thoroughly with trim cement and force them between the plastic nameplate and horn ring from the underside, using a bent welding rod. Force them in tightly and the horn ring will never rattle again. Reinstall the horn ring on the car.—D. W. McGill, service manager, Malone Motor Company. Dothan, Alabama.

# Removing the Heads From Plymouths

when removing the heads from motors on Chryslers and Phymouths, it is sometimes hard to hold on to them. I clamp a pair of visegrap piers on the brass plag on the top of the car's head on the No. 6 evhinder.

Then I take the water header in one hand and the vise-grip in the other and pick it right up. When I find the head is stuck, I put the spark plugs in the head and just hit the statter a couple of times and it usually comes right up.—Raymond I. Robey, Roger Sullivan, Inc. (Chrysler Plymouth), Baltimore, Maryland.

# When Locating Miss On Lincoln Engine

THE big V-8 engines in the 1949 Lincolns sometimes develop ignition trouble that is difficult to locate. It usually takes the form of a breakdown miss on acceleration under load, the symptoms being similar to those of a worn breaker plate in the distributor.

When all other checks have been made and fail to reveal the trouble, check the primary connections at the oil. The wires may be crossed and connecting them properly can care the trouble. In a few cases the terminals have been wrongly marked, that is, the battery terminal should be the distributor and vice versa.

The fact that the coal has been op-

erating satisfactorily for a long time thus connected seems to mean nothing. I recently found this trouble on a car which had been riming for more than a year.—Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.

# Installing Water Pump On the Olds Rocket

A STALLING the water-pump assembly, pulleys and fan blades on the Oldsmobile Rocket engine is a job. Here is the way I make it easier in

our shop to do this job-

After the water pump is installed, cut the heads of two 5/16° by 5/4° SAE cap screws and remove burs. Install screws in the pump flange, using opposite holes.

Place the generator pulley on the hub, using the screws to alogo the holes. Then install fan pulley and fan blades. Hold assembly in line and place two cap screws in open holes. Remove guide screws and install remaining cap screws.—B. F. Thomure. Herrick Motor, Inc. Springfield, Missouri.



Precision Process Equipment

Thermoid Company

Trenton, N. J.

# HIRE-BACK



hg" (warp). Ground on reverse side so that wire grid is exposed, in order to make direct contact with brake shoe. cation to brake shoe!

Safety-minded car owners are glad to pay more for a DeLuxe brake job! The correct combination of MOLDED friction linings makes every stop a DeLuxe stop with AMCO DeLuxe Brake Lining Sets!





PEND 0

# for PLUS-PROFIT PERFORMANCE depend on

# SES put more ZING spring Fix-up Fever by featuring the SESTIME Andividually Packaged profits, Individually Packaged profit

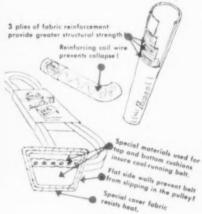


Take maximum advantage of car owners' "Spring Fix-np Fever" by featuring the "Bulls Eye" Carton...individually-packaged Wire-Back! Here's a real shot in the arm for increasing brake lining sales, because now you can sell each customer—no matter how how his budget—a genuine Safety Rated brake job! LOOK at ALL the EXTRA-QUALITY FEATURES listed here all guarantee a job that lasts longer, performs better, FITS better.

The entire AMCO Line-from lining to fan belts to car mats is colorfully packaged, sturdily built to pep up Spring Selling and make the Plus-Profits jingle in your cash register!

Add a touch of Spring with a free IS" x 40" FOUR-COLOR FIN-UP of "MISS BUMPS", as reproduced here . . . it's yours for the asking! Just drop a postcard with your request to

ASBESTOS MFG. CO., Dept. D. 9, Huntington, Indiana



# Safety Rated Brake Lining

FAN BELTS . HOSE . BONDING OVENS . CAR MATS . CLUTCH FACINGS

SOUTHERN AUTOMOTIVE JOURNAL for APRIL, 1950

# "Continuous Flow" Gives Better Cold Rubber

A MANUFACTURING method which increases the quality and uniformity of man-made cold rubber and improves the efficiency of the process is being used by B. F. Goodrich Chemical Company at Port Neches, Texas, it has been announced by W. I. Burt, vice president for manufacturing.

The method is one of continuous processing and gives greater uniformity in quality of the longer-wearing cold rubber than was possible under the batch system heretofore used, Burt said.

The cold-rubber production unit at the plant has two series of \$,700 gallon reactor tanks, 12 tanks to the series. In the "continuous processing" system, Burt said, butadiene, styrene, water, soap, modifier and eatalyst are pumped continuously into the first reactor tank, into the second and so on right down the line to the twelfth reactor tank, at which time the butadiene and styrene have been polymerized satisfactorily to form cold rub-merized satisfactorily to form cold rub-

**Springtime** 

**Jobbers** 

is quick-fast

profit time for

and Dealers

Nearly 20 long years of national adver-

tising in consumer DEMAND CREAT.

ING magazines (such as Saturday

Evening Post, and others)-plus radio

advertising in major markets, has made

Pyroil first in consumer preference,

All this, plus the fact that Pyroil is a

top quality product - means easy

Let a factory representative tell you

the complete merchandising and pro-

profits and sales galore for you.

motion program.

Pyroil

ber as a latex for processing.

The lates, which is continuously discharged from the last reactor tank, is then pumped into other sections of the plant where it is coagulated, dried and made ready for shipment to other plants.

"This system makes it easier to maintain stable 41-degree temperatures during polymerization," Burt

said.

# 3M's Net Sales Reach New High in 1949

N ET sales of the Minnesota Mining & Manufacturing Co. for 1949 seached an all-time high of \$114,-925,274, according to the annual report released last month. This was an increase of more than six million over the previous record of \$108,246,-410, set in 1948.

Farnings of common stock were listed at 57 60 a share, compared with

\$6.51 in 1948.

Wages and salaries for 1949 amounted to \$31,838,335, an increase of nearly a half million over the year before. The number of employees on the payroll at the end of the year dropped from \$,879 in 1948 to \$,750 last year, the report stated.

# Big April Truck Show Planned for Atlanta

Ost of the biggest truck shows ever held in the Southeast is scheduled April 19, 20 and 21 in Atlanta, W. B. Horton, Atlanta zone manager for GMC trucks, has announced.

The exhibit in the Municipal Auditorium Annex, open from 10 a. m. to 10 p. m. daily, will feature 1950 models especially prepared for the show. Units ranging from one-halfton to 20 ton capacities will be shown with special color schemes, trim and equipment. In addition to the trucks themselves, there will be exhibits of cut-away parts, diesel engines, a diorum and other features.

Factory specialists will be on hand to discuss service and maintenance problems with operators.

# Packard's Net Earnings Reach 87,706,042

N ir income for 1949 of \$7,706.

042, or 51 cents a share after estimated income taxes, was reported last month by Hugh J. Ferry, president of the Packard Motor Car Co. In 1948 the company listed carnings of \$15,109,439 or \$1 a share.

Car production for 1949 totaled 104,593, second only to the 1937 record of 109,518 motor vehicles.

# Springtime is time to add **Pyroil**

This is fun and fancy-free time for you and your ear. To make sure it's trouble-free time, too — give your ear the added protection of Pyroil. Pyroil is a "must" for Springtime driving — when the open road invites added miles which add extra wear and tear, extra exposure, extra friction on metal parts.

Pyroil, with its remarkable property of making oil adhere to all metal surfaces, assures constant lubrication. That's why Springtime is time to add Pyroil — add miles of trouble-free driving to your ear.

# **PYROIL FOR AIRCRAFT ENGINES**

Use Aircraft Pyroil B for lubricating oil, Aircraft Pyroil A for gasoline.

GIVEN! An affractive Pyroil metal savings bank—takes coins up to 50c pieces MOTORISTS.
It's yours for the asking—sent postage paid



# **PYROIL** COMPANY

186 Main Street

La Crosse, Wisconsin

Canadian Distributors Central Purchasing Agencies, Ltd Forante Ontario



Southern Representatives

Southeast
The MacPhail Company
322 E. 5th Street
Charlotte, North Carolina

Southwest Hirsig-Fazier Company 807 Cotton Exchange Building Dallas, Texas



# **BELTS** HOSE

When you sell Extra Quality you make Extra Profits!

HOLFAST RUBBER COMPANY Atlanta, Georgia



Glo an amazing new type of exhaust deflector new in its sensational twin rocket design ... now in its STIM-SONITE Jewels which glow in the dark

> The two STIMSO-NITE Jewels give an added safety factor — when parked or when tail lights fail

The Rocket Glo tube is sturdily made of No. 18 gauge wall tubing finished with the famous Richlite Triple Plate. Made with a universal clamp — fits all cars. Catalog sheet on re-

318 Complete with attaching bolt & nut

ite 'manufacturing company INDIANA AVENUE . CHICAGO TA, ILLINOIS





ing kits ... a complete selection of valve reconditioning accessories and equipment for all types of engines. Featured by the most modern and efficient valve refacers in use by garages everywhere, here is the big, the complete THOR valve shop line. See your Thor jobber for a demonstration



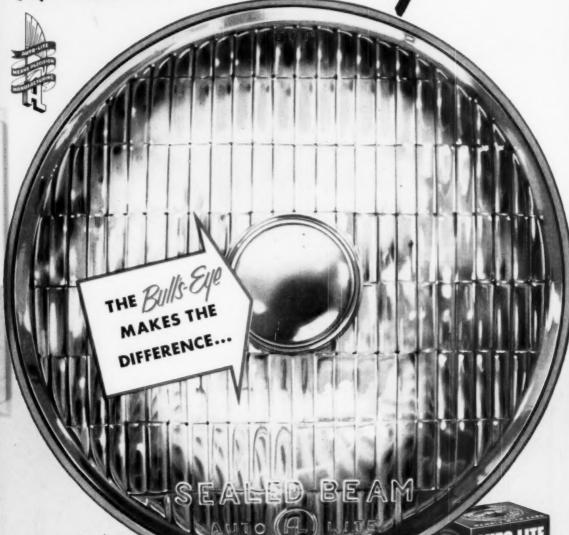
Wrote for FREE Catalog E-2 listing complete Thor electric and automotive tool line.

INDEPENDENT PNEUMATIC TOOL CO. AURORA, ILLINOIS





There's nothing like



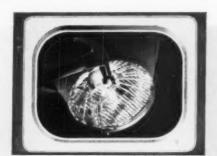
Original
Equipment on many
makes of Americas
Finest Cars...

BULL'S EYE concentrates stray light into main driving beam



# THE BUIS-EIR!

Guaranteed to Burn Even When Lens Is Cracked or Broken



# Crack Demonstration

When the Auto-Lite Bull's Eye and a widely sold competitive lamp are demonstrated by breaking the lens with a hammer . . . the competitive lamp burns out . . . the Auto-Lite Bull's Eye continues to give light.

ONLY A LIGHT made with the metal back principle used in the new Auto-Lite Bull's Eye can equal the advantages of the Auto-Lite Bull's Eye Sealed Beam Lamp. The Auto-Lite passing beam illuminates the shoulder of the road for greater safety.



# Water Demonstration

Auto-Lite Bull's Eye burns when completely submerged . . . because it has been sealed under 9,000 lbs. per square inch pressure to exclude moisture and dust and maintain full candle power throughout lamp life.

The new Bull's Eye concentrates stray light into main driving beam. There's nothing like the Bull's Eye for making customers and building sales. THE ELECTRIC AUTO-LITE COMPANY

Tuledo I, Ohio

Commercial Commercial



# NATIONALLY ADVERTISED ON RADIO, TELEVISION AND IN MAGAZINES

Your customers will be seeing and hearing about the new Auto-Lite Bull's Eye Lamp on the great Auto-Lite "Suspense!" show broadcast every week on radio and TV—and in powerful Time and Saturday Evening Post advertisements. Be ready for sales and profits—call your Auto-Lite jobber today for your supply!



# Get into Politics!

(Continued from page 60)

for office, knowing the condition of the city treasury, you are cautious about making promises. And if you are an officer in your church, you don't promise unworthy concessions for votes.

The problems of the city I found numerous and various. Salaries of most employees had doubled, but the taxes had not. One important source of revenue, supplying more than ten per cent of our budget, was all but cut off. So it has not been possible to reduce the city debt of \$112,000. In a business you take direct and prudent measures to handle such a debt. In a city office, with only one vote on our city commission of five members, it is not so easy to do much about it. But we have had excellent agreement in the commission on economic matters.

That's how it goes. How do I like it?

Well-I do like it. It's a different

kind of world. You can put off a business caller or even break his engagement, but you can't put off a citizen who wants to tell you about the plugged-up sewer on his street or the evil doings of his neighbor's no-account houn' dawg. I like working with people.

I like the old-fashioned political atmosphere of Brunswick. Every citizen feels his right to buttonhole a commissioner on the street to air his views or attend one of our stated meetings. I like to be exposed to all kinds of opinions. I strive to keep prejudice out of my thinking, no matter who comes, and study every problem dispassionately. I like the idea that business—the foundation of our economic well-being—can be brought to focus its experience and sagacity on city problems by putting businessmen on committees.

What are we to do about the problems of government? When we see how government is taking more and more of our income, in a course which good economists say leads straight to ruin, what will we do?

### It Looks This Way to Me

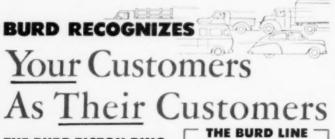
It looks like this to me: We can't carry our troubles to Washington and make any impression there. And that is the wrong place to start, anyway We have to start right here in Brunswick. We can't skip over a lot of ground and start somewhere beyond. We have to get our own house in order. We have to demonstrate good business administration in our local affairs. We have to do what we can where we are, at this moment. Businessmen understand that. That's how we have to work in business. And that's why we need businessmen in public office.

When we work that way, we can get the attention of our senators and representatives and our officials in the state capital and prove that we deserve their help.

How to start? Well, on any committee appointment, right where it finds us. Pick up the ball and carry it, no matter what else you had thought to do just at that time. Maybe other men will follow your example, and start, too. We've got to quit thinking we're too busy pulling our little red wagon around town to take on a job for the public good.

The least thing we can do is vote. Do you know how we are voting as a nation? Here is the shameful record

Year	Number of potential voters	Percentage who voted
1896	17,000,000	83
1916	26,000,000	72
1936	80,000,000	57
1948	96,000,000	51



THE BURD PISTON RING SALES POLICY HAS YOU IN MIND EVERY STEP OF THE WAY.

Burd feels that no sale is really completed until your customer—the ultimate user of Burd Piston Rings—has been satisfied. For Burd has found it's the kind of a sales policy that's profitable for jobber, mechanic, and engine rebuilder as well.

engine rebuilder as well.

Starting at the Burd factory, it involves materials and design, production and inspection, research and testing—all the things that go to make up a first-rate product. All of Burd's planning and producing of "Graf-Flox" Piston Rings, is pointed toward giving you and your customers the best piston rings money can buy.

But Burd's thinking doesn't stop there. It goes right on to the important matter of distribution. It takes shape in the form of a sales policy that puts the Burd Line into the hands of reputable jobbers who also have your interests at heart.

And it finally gets back to you. If you haven't installed a set of Burd's lately, we invite you to do so. It's the best way we know to discover the pleasure and profit in selling Burd Piston Rings. Get them from your jobber—today.

MEETS EVERY PISTON RING NEED Your Burd Jobber can supply you with the proper combination set to do the job as if should be done.



"SUPER HI-SPEED"
COMBINATION SETS

A scientifically engineered ring assembly designed to restore compression and control oil under extreme conditions of cylinder distertion and advanced wear.



"HI-SPEED"

For general motor reconditioning sealing modern, high compression engines especially designed for cylinders with moderate toper.

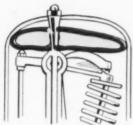
Burd supports your automotive jobber—believes you should, too. He has your interest



BURD PISTON RING CO. ROCKFORD, ILLINOIS







# DOES 3 JOBS

Cross-section of engine showing how Val-Vin-Hed Silencer does 3 important jobs: (1) Forms flexible cushion which stops noise, (2) Provides constant lubrication over entire mechanism, (3) Offers protection against moisture condensation in cover.

# **Cushions NOISE, Lubricates Mechanism**

Ask any shop which displays the attractive window streamer illustrated above and they will tell you, here is a product much in demand by Chevrolet, Buick, and G.M.C. Truck owners. The VAL-VIN-HED Silencer is easy to sell to these noise conscious drivers because it provides a simple, inexpensive method of lubricating and silencing their motor. The Silencer when soaked in motor oil for one hour becomes saturated and when installed forms a flexible cushion which deadens valve clicking noise and provides constant overhead lubrication for the entire valve mechanism. Val-Vin-Hed Silencers are easy to install and most profitable to handle. List price for Chevrolet 82.75 (slightly more on west coast), Buick and G.M.C. 83.25, Order TODAY, if your jobber cannot supply you, write factory direct. Manufactured by—

JOE L. ESTES CO., Winder, Ga.



Our record in Brunswick is just as bad.

Our record for automobile dealers is bad, too. We are at the bottom of the list. In a survey made in Akron, Ohio, and Summit County, the dealers reported 21 per cent not registered, and 37.5 per cent who did not vote.

We dealers are in an important public business. We will look much better before the public if we take the lead in getting everybody out to vote. Voting is our most precious American heritage. To take the lead in keeping that heritage alive—before we lose it—will bring us a tremendous vote of confidence in business.

How would you like to see all the cars we can assemble parading on the streets with banners urging every voter to register and vote? Identify it as a dealer parade. That's one way to start.

When a fellow comes to me to gripe about the way we're doing things, I sometimes play a little trick on him. I say, "Now, Joe, that's certainly bad. Something ought to be done about it. By the way, did you yote in the last presidential election?"

You'd be surprised how many did not.

I follow it up with, "Well, did you vote in the last state election?" And I go down through all the elections. "Well, did you vote in our last city election?" He says "no," with a lame excuse.

Then comes the clincher. "Did you register?" He says "no" again. So I say, "Well, Joe, suppose you go right down now and register. What right have you to complain when you aren't even a stockholder in this corporation?"

It seems to me that we've got to become active stockholders in our government. We pay in our money for stock shares and then never take any interest in the administration of the business. So we don't know how our taxes get hiked, or how we decide to feed the rest of the world, or how the officers in the outfit plan the spending of our money.

You can't do anything about it until you really join the corporation and carry your share of responsibility for collecting and spending money. You've got to get inside. You can't do it from the outside. You've got to work at it. Until you do, you haven't any right to complain.

# Incentive Plan Aids Sales

(Continued from page 62)

50 cents on each tire sold, even if they merely started the sale.

"This plan has proved highly productive with us. The entire crew works as a team, all of them realizing they benefit from the efforts of one another. There is never any dissension, unless there happen to be seven hard workers and one laggard. The seven hard workers will make it so uncomfortable for the laggard that he simply has to get out of the organization."

After a year with Inwood Super-Service, an employee is entitled to one week of vacation with pay. And wives join with the men at the annual Christmas party, at which time bonuses are distributed. These Christmas bonuses are paid at the rate of \$5 a month for the number of months an employee has been connected with the firm. Hence the one man with a full two years of service drew a \$60 bonus for each of the two years. Porters draw a similar bonus.

"I have some of the best help I have ever seen in a service station," comments Akridge. "I urge my men to accept responsibility and that is why I consider four of them each capable of running the station. That, and the fact that I work right along with them, explains why customers

# "Uses LESS fuel, uses LESS compound

. makes MORE money for us than any other cleaner we ever operated."



SPONTANE STEAM CLEANER

WANT TO SEE MORE PROFIT in every steam cleaning job you do? Then get the facts on Spontane efficiency and Spontane performance. Here's the machine that's creating a sensation throughout the automotive industry!

With exclusive new "Hydro-Therm Flow" Circulation System, Spontane brings you the first major improvement in steam cleaner design in 20 years.

This principle, plus Spontane's preheated solution tank, triple-cylinder plunger type pump, Aeroator Jet Burner and scores of other advances bring you greater profit-making possibilities than ever before. Consult your jobber for complete details.

# Spontane Mfg. Co.

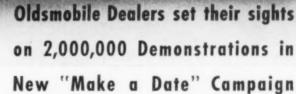
110 Pear St., S.E. Atlanta, Georgia



Spontane Model HT-20, above: model HT-21, below. Write for free descriptive literature.



# Everybody's Goin' for that "Rocket" Ride!



A million demonstrations a month! Two million dates with the "Rocket 88" in just two months! That's Oldsmobile's goal! For Oldsmobile dealers everywhere know that the quickest way to a "Rocket" sale is a "Rocket" demonstration. They realize that the "Rocket 88" sells itself in every demonstration drive. It sells itself with its brilliant "Rocket" Engine power! It sells itself with super-smooth new Whirlaway Hydra-Matic Drive! Yes, and the "88" sells itself with every new Futuramic feature inside and out! But more than that, this year the "Rocket 88" is lower in price—higher in value than ever before! That's why Oldsmobile has inaugurated this new "Make a Date with a Rocket 8" campaign. And that's why Oldsmobile dealers are urging everybody to come in and try the sensational "Rocket" ride!



Make a Date with a "Rocket 8"! That's the slogan for Oldsmobile's new demonstration drive, and here's one of the many eye-catching "Rocket 83" demonstrators.

OLDSMOBILE

cannot single out the boss.

"And to my knowlege there is only one station in Dallas that ever had a more attractive compensation plan. This station recently reduced its pay to employees, so we pay as much as any, if not more. That fact greatly simplifies the problem of getting competent personnel."

The Akridge incentive plan was launched on the basis of net monthly profit. But he reasoned that on that basis his business secrets might become public property. Hence the switch, with no decrease in effective

ness of the incentive plan. When this money is divided among employees the pay-off is accompanied by the monthly sales meeting. At such meetings Arkridge points out improvements or declines in performance, making his comments from notes accumulated during the month.

Recently he opened a second station and in so doing demonstrated that if expansion continues, he will not go out of the organization for managerial talent.

Into the new station as manager went the man who sold 170 fan belts in one month, with an assistant who had also proven himself at the original Inwood Super-Service.

Oil company representatives warned Akridge that a two-station operation is seldom successful, and that if the new station did not make a consistentby good showing it would be closed.

But in a few months, with only intermittent supervision, the new station was doing almost as well as the parent location, with indications that volume would be maintained.

Akridge accepts that circumstance as proof that his theory of dealing with personnel develops exceptional ability.

"Give them a living salary, an incentive and decent hours," he recommends. "And encourage them to accept responsibility."

# Sell 'Em UP on Cars

(Continued from page 66)

added another name to his prospect

"Of course, not all salesmen would have been that alert," Duncan said, "but we do everything we can to help our men and we encourage them to show their initiative. We have one rather new man who turns up a hot prospect almost every day just by keeping his eyes open.

"Our older salesmen are paid a straight commission, while some of the newer ones receive a salary and commission, since they are still in

training."

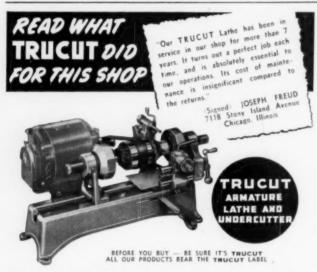
The semi-weekly sales meetings, attended by the Buick, Chevrolet and Cadillac salesmen and the truck and used-car men, keep everyone informed of current needs, problems and ideas for selling more cars.

In addition to taking down license numbers, the salesmen have other important contacts which they make every day. Every salesman calls or visits ten car-owners whose names are taken from registration lists or Drennen's own customer list. Five of these are Drennen's own customers and five own competitive cars.

Each morning each salesman is given five direct-mail pieces to send out.

From time to time sales contests are held. Last spring the contest was on convertibles and station wagons, with cash and prizes going to the salesmen who sold the most of these models. These contests don't follow any set schedule or form but are developed to fit current situations.

"Although we don't have a crystal ball to tell us what will happen in the future, we're looking forward to a good year." Duncan said. "We believe we have a sales organization to handle whatever comes along."



# CHECK AND COMPARE THESE FEATURES

# TRUCUT MICA UNDERCUTTER



A practical, efficient machine for undercutting starter and generator commutators. Requires only a fraction of the time formerly needed. Driven by direct motor drive. Can be used on many fractional horse-power armatures, and many small armatures found on vacuum cleaners, electric drills, etc.

- . LOW INITIAL COST
- NO COSTLY ATTACHMENTS—COMES COMPLETE
- . NO MAINTENANCE PROBLEM
- DOES NOT REQUIRE TRAINED
   MACHINIST TO OPERATE
- . NO TIME WASTED ON SPECIAL SET-UPS
- . ECONOMY OF SPACE
- DOES A PERFECT JOB OF MACHINING AND UNDERCUTTING

FRANK N. WOOD CO.

344 W Main Street • Waukesha, Wis., U.S.A. Write for Catalog SA-3

Pacific Coast Address: 1330 W Olympic Blvd.

Los Angeles 15 Calif

SOLD ONLY

THROUGH JOBBERS





"More Satisfied Customer, because of finer quality work since our mechanics brought their equipment up-to-date with Snap-ons", says J. D. Johnson, Service Manager of Frank Woods, Inc., Charlotte.



"With my new Roll-away cabinet and new Snap-on tool set, I can do a job 40 % faster," says mechanic Charles Stewart of Frank Woods, Inc., Charlotte, N.C.

J. D. Johnson, President of the Service Managers Association, knows that good tools as well as good equipment are important in selling an increased volume of service. An expert mechanic himself, he knows that a complete kit of Snap-on tools contributes to speed, good workmanship, and bigger pay envelopes. Charles Stewart is an expert mechanic. He says this, "As long as I stay in the mechanical end of the automobile business, I will never be without my Snap-on tool set." For many years better mechanics like Charlie have discovered that Snap-on gives them safe, speedy wrenches and tools... the right one for every job.

Look for the Snap-on man. He calls at your shap with the tools you need.





# SNAP-ON TOOLS CORPORATION

8052 D 28th Avenue, Kenosho, Wisconsin

for 30 years, Snap-on's nation-wide Tool Service has proved to be

"The Time-Saving Way to buy Time-Saving Tools!"

# 200-Luggage Carrier

The Kardek carrier, which permits the weight of the load to be carried on the curved "shoulder" of the car instead of the flat top surface, has been introduced





by Miller Manufacturing Co., 5919 Tire-man Ave., Detroit 4, Mich.

The supporting saddles, said to fit pas

senger cars, station wagons and panel trucks, have sponge neoprene soles to prevent damage to the surface of the car.

201—Clothes Rack

A clothes rack which is attached to window frames and still permits normal



Chicago 6, Ill.
The plated
steel unit is said
to hold as many
as eight garments or it can
be used as a
hook for hats,
bags and other
accessories. It

can be installed without using tools, the manufacturer said, and will not dent or

# 202—Bearing Catalog

Caalog L.5, containing information on Ledalovt self-libricating bearings, has been issued by Johnson Bronze Co., New Castle, Pa. Ledalovt is a product of powder metallurgy. The listing describes parts that are most in demand and immediately available from stock.

### 203-Socket

The Hold4t socket, designed with two spring tension pins in socket wall to grasp and hold nut or plug, has been announced by the Herbrand Division, Bingham-

Herbrand Corp., Fremont, Ohio. The unit is especially recommended by the manufacturer for removal and replace



ment of Hudson and Chrysler drain plugs It is available in 3/4" and 11/16" six point sizes, with production of other sizes scheduled, a company announcement said



outlast a dozen ordinary drop cords.
See your jobber, pronto!

Cordomatic DIVISION of the Vacuum cleaner corp of america (\$\frac{2}{2}\) 17 FROM

EXECUTIVE SALES OFFICE. 76 WEST CHELTEN AVENUE
PHILADELPHIA 44, PENNA.

FOR 20' EXTENSION

WALL or CEILING MOUNTING

ONLY



Why get tangled up in a clumsy wire

"booby trap" that's always in your way, causing short tempers and

Cordomatic works like a window shade—just pull out the length of cord you need, and it locks in place automatically! A flick of the wrist, and 2-2-zip, it rewinds itself. One Cordomatic Trouble Light Red will

painful accidents? Go modern, mister! Save time, trouble and

money the Cordomatic way.

BLUSTRATEDI



Gelatinous . . . stops waste

Cuts cleaning time in half

Turns tires snow-white — safely!



Dealers and car owners throughout the country are hailing JARRETT'S WITE-WALL for completely eliminating the headaches of keeping white sidewall tires white and bright. Its spectacular effectiveness brings hundreds of unsolicited testimonial letters.

The incredible economy of using JARRETT'S WITE-WALL has helped make it the nation's greatest white sidewall tire cleaner. Tires cost less than one cent to clean. One gallon cleans over 300 Tires! JARRETT'S WITE-WALL clings to the wire brush without dropping off . . . without any waste!

GET IT FROM YOUR JOBBER"

White Sidewal
Tire Cleaner

Tire Cleaner

MADE BY EXCLUSIVE FORMULATION

CHEMICAL SUPPLIA

CHEMICAL SUPPLIA

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CHEMICAL NEWTON. N.C.

ITLIEMONE ISA NISTRACTION GIVE

NOT PROMISE!

Available . . .

Gallon Cans 6 to case

Quart jurs 12 to case

Pint jura 24 to case

Drums 55-gallon steel

"SATISFACTION GIVEN

- NOT PROMISED"

CECIL H. JARRETT COMPANY, INC.

Manufacturer & Distributor of Chemicals & Supplies, Newton, N. C.

# 204-Brake Holder

The Roll Holder, a device to retain braking pressure on all four wheels after foot pressure has been applied to the brake pedal and released, has been an normed by the General Armature &



Manufacturing Co., Lock Haven, Pa.
With conventional transmission, the
diver operates the holder by a hand
switch which is fitted with a red indicator light and mounted on the steering
column. With automatic transmission,
a foot switch controls the holder and indicator light is mounted on the instrument panel. Installation kits for all popolar cars, trucks and buses are available,
the manufacturer stated.

# 205-Headlight Tester

A portable headlight tester, requiring no track, is now being being produced by John Bean Division, Food Machinery & Chemical Corp., Lansing 4, Mich. A calibrated indicating system, designed

A calibrated indicating system, designed for direct reading, permits mechanic to read the gauges and make adjustments from the same position.

# 206-Display Rack

A shock absorber Tote Rack display containing ten shock absorbers with the necessary bush



Monroe, Mich.
The assortment of shocks
permits a shop
to service all
popular makes
of passenger
c ars, including
including Chevrolet, Ford, Ply
mouth, Dodge,
Chrysler, Stude
baker, Packard
and Willys,
with an invest

ings, is now available from

Monroe Autu Equipment Co.,

ment of less than \$35, the manufacturer said. The light weight of the unit makes it suitable for display in windows, in the shop or on gasoline islands, a company

# 207-Dash Trays

Twin aluminum trays which attach to the dash to hold a variety of small items



nsed by drivers and front scat passengers are now being marketed by Duro Made Corp., 126 N. Union Ave., Chicago 6, Ill.

They will fit any car-

The trays may be attached with vacuum cups or moulding screws. Matching pairs for the left and right side of the dash are available, the announcement by the company said.

### 208-Truck Mirror

A mirror for installation on the tenders of trucks has been added to the line

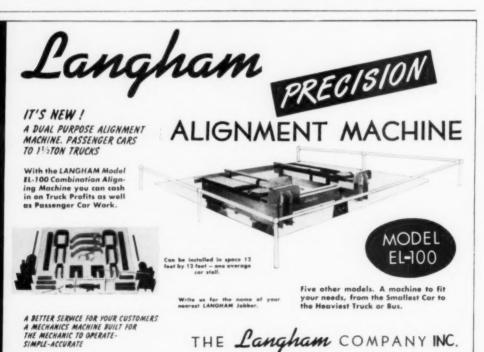
of Yankee Metal Products Corp., Norwalk, Conn.



No. 235, as it is identified, has diminishing glass and will fill requirements of fleet and independent operators, the manufacturer stated. Built to withstand fein der vibration, the wivel adjustment feature of the mir on head gives

maximum visibility. The telescopic unit extends 18" and is furnished with a 5" diameter head. It is bonderized for additional protection and finished in black baked ename!

This is now available, the manufacturer's announcement stated.



MONTGOMERY, ALA

# 209—Caster Gauge

Improved gauge No. 26, for caster, camber and kingpin checking, has been placed on the market by Bear Manufac-turing Co., Rock Island, III.

The gauge checks angles from the end the spindle or steering knuckle and



may be used with front wheels either on or off. The pair of universal adapters fits most cars and light trucks, the manufacturer stated. Low fender adapters for Nash may be bought separately or in pairs for use with the unit.

# 210-Sander

Model 438 oscillating sander, featuring a redesigned metal clamp for rapid paper attachment, is now being produced by Skilsaw, Inc., 5033 Elston Ave., Chicago

The clamp fits into grooves at both ends of sanding head. Other improvements in the unit listed in a company innouncement include: dampener to reduce vibration, rear handle with thumb-oper-ated switch and improved motor housing for more efficient cooling.

# 211-Lubrication Chart

The Lubri-Graf, a chart to provide a simple check of oil and engine condition for fleet operators, is now available from Fram Corp., Providence 16, R. I.

Lined up with each vehicle's number on the chart are 31 indicator spots for daily check of the monthly operation.



The dipstick is touched to the proper in dicator spot. It oil obscures the colored dot, it is time to change the cartridge, the manufacturer stated.

# 212—Charger-Tester

The Thermaster, a charger that is ther-mostatically controlled and can fast charge one battery or slow charge one to six bat one parters of solve charge one to six hat tenes, has been placed on the market by Willard Storage Battery Co., 246 F. 131st St., Cleveland 1, Ohio.

It is equipped with a transformer and

dry-disc rectifier to provide a 100 ampere charging rate. An after-fast-charge tester after slow-charge tester are included in the unit, the announcement said

Please send me additional information on the following New Products described in the April, 1950, issue of SOUTHERN AUTOMOTIVE JOURNAL:

No. No. No. No. Name (please print) Position \_ Number and Street Postal Zone State

> Tear out and mail to SOUTHERN AUTOMOTIVE JOURNAL. 806 Peachtree St., N. E., Atlanta 5, Ga.



glassware. Add to this the fact that you get extra glass parts with every tester. This means far greater useful life for your money. It is one of the best buys in the industry.

KIMBLE GLASS TOLEDO I, OHIO

Division of Owens-Illinois Glass Company

SOUTHERN DISTRIBUTOR - LAWRENCE M. HIRSIG

SOUTHWESTERN DISTRIBUTOR - HIRSIG FRAZIER CO.

# 213-Exhaust Deflector

An exhaust deflector with two Stimson ate jeweled reflectors which glow in the dark has been placed on the market by



the Richlite Manufacturing Co., 2326 Indiana Ave., Chicago 16, Ill. The Rocket Glo, as it is called, is made

of 18-gauge wall tubing and finished in triple plate. It has a universal clamp which is said to fit all cars.

### 214-Pin-Fitter

A pin-fitting machine which employs a fly-cutting boring method has been placed on the market by Tobin-Arp Manufac-turing Co., 2845 Harriet Avenue, Minnea polis 8, Minn.

Operator can set a cutter to the manu-facturer's specified clearances and bore pin holes in both piston and connecting rod round within one half of one ten-thousandth, with a finish between four



and six micro-inch, the manufacturer said. and six micro-inch, the manufacturer said. The machine is operated pneumatically and hydraulically. All centering and holding is accomplished with regulator-controlled pneumatic pressure and the feed is actuated by air and stabilized by oil.

# 215—Sander

An improved pneumatic Handy sander, suitable for grinding, sanding and feather-edging, is now being produced by Water-vliet Tool Co., Inc., Albany I, N. Y.
The unit uses 4" discs which can be used on curves and in tight places as well



as on flats. It requires 60 lbs. air pressure and operates at 10,000 r.p.m.

### 216-Pricing Kit

A pricing kit for used-car and usedtruck dealers, featuring sign components of Vion plastic, has been announced by Flexon Products Corp., 249 W. 34th St., New York L. N. Y.

The plastic can be attached to glass surfaces without water or tape and can be

applied again and again, the manufacturer stated. Separate units of the kit give various year models, makes, body styles and prices, which can be combined by

# Looking for something to **BUILD NEW BUSINESS... BOOST YOUR PROFITS?**



Service Master Hypressure JENNY Combination Steam Cleaner and Cooling System Flusher, with built-in Steam There-Purge.



P. O. BOX 99



The minute you put these two profit-partners to work for you, you'll have dozens of extra-income services to offer your customers—servtices that will bring new customers in and keep them coming back. You'll have all the advan-tages of Hypressure Jenny for steam cleaning auto motors, front-end grille work, springs, frames, under-chassis areas, plus many other jobs that bring \$12 or more extra profit an hour. And in addition you'll have marvelous Steam Thoro-Purge for reverse-flushing clogged cooling systems.

With Steam Thore-Purge, you can increase your business as much as \$10,000 a year on cooling system cleaning alone.

You'll make still more money by saving time, labor and expense cleaning shop equipment, tools, driveways, walls, windows, etc. 10 times faster than by hand methods.

If you're looking for something to build new business . . . boost your profits, here it is!

> The FREE BOOKLET, "1001 WAYS TO EXTRA PROFITS"

tells all about it. Write for it today!

HYPRESSURE JENNY DIVISION HOMESTEAD VALVE MANUFACTURING COMPANY

Serving Since 1892

CORAOPOLIS, FA

# 217-Aligner

A wheel alignment unit for use with two post lifts, called the Hoist Dyn-A-Liner, has been introduced by Manbee Equipment Division, 185 N. Wabash

Ave. Chicago 1, Ill.

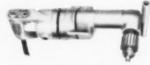
After car is taised, the aligner is rolled into place. Leveling posts at the four



corners compensate for any irregularities in floor. Car is leveled by adjusting front and rear posts. The aligner is made of steel and equipped with enclosed shelves It can be used on ears and light trucks

# 218-Power Drill

A portable, right angle-drive power drill A portable, right-angle-drive power draft with three speeds for drilling, sanding, feather-edging and polishing has been an nounced by Milwauker Electric Tool Corp. 531h W State St. Milwauker S The 84h tool combines a 1/4" electric drill and the Tu-Speed right-angle



drive attachment to provide speeds of 1.500, 2,000 and 3,000 r.p.m. The drill is powered by a 1/3 horsepower universal AC or D.C. motor for operation at the standard 115 voltage. Special voltage motors are also available.

# 219-Pivot Shaft Kit

A redesigned upper control arm inner pivot shaft kit No. K-131 for 1949-50 Chevrolets has been placed on the market by Moog Industries, Inc., St. Louis 14 The kit has lock nuts to speed the job and includes complete instructions for in-



stallation. Tool set No. 402 is recommended by Moog for easy removal of the old shaft and quick installation of new

# 220-Carburetor Manual

A manual on its "Fingertip" system of carburetor repairing and rebuilding has been issued by Hygrade Products Division of Standard Motor Products, Inc., 37-18 Northern Blvd. Long Island City I, N. Y. The manual is designed for use with Hygrade kits, in which all the parts for

each assembly are packed and labeled in separate envelopes. This packaging system puts the parts at the mechanic's fingertips at the right time and eliminates time lost in hunting for the proper part among the many parts of a carburetor, the manufacturer stated.

# 221-Fluid Dispenser

A hand-operated unit for dispensing fluid for automatic transmissions is now available from the Aro Equipment Corp...

Bryan, Ohio.

Model 60004 dispenses directly from a 7 hose, fluid meter, hand-level pumping lever and straight and curved ball-clicck nozzles to fit different transmissions. The dispenser is furnished with plate-type dolly, band-type dolly or two wheel hand truck to best fit the particular

# 222-Dash Rail

A polished rail which attaches to the dash of vehicles to hold cigarets, sun glasses, gloves, and similar items has been



amounced by Duro Made Corp., 126 N

Union St., Chicago 6, III.
The unit extends 12" and is held in place by two large vacuum cups

# 223-Jack Attachment

transmission attachment for its hydraulic jacks for use in removing and opplacing transmissions has been announced by the Weaver Mfg. Co., Springfield.

The attachment replaces the jack saddle for transmission work, permitting



the removal of transmissions right on the floor, the manufacturer re-ported. It has its own handle so that the regular jack handle can be removed

The fixture is universal, providing ad-justments to give any desired position for fast, safe work, it was said in the an

# 234-Wheel Spinner

A Perfection wheel spinner, featuring a chrome knob with a plastic top, has been added to the line of Casco Products Corp., Bridgeport 2, Conn.

The spinner harmonizes with modern interior styling, a company announcement stated. Four colors are available red, green, blue and gold, it was stated

### 235-Visor

An improved Karvisor, featuring lead-ing edge and end brackets of polished stainless steel, has been announced by Dieterich Products Corp., Oak Park, Ill.

The black enamel finish harmonizes with most cars, the manufacturer states, or it can be painted to match the car it desired. The visors are of cold



rolled steel, die-formed to the contour of the car crown for added beauty and better flow of air. End brackets attach if the to the drip moulding without drilling and are adiqutable for pitch and height of the

# 236-Signal Kit

A direction signal conversion kit for Chevrolet, Fords, Plymouths and other cars not supplied with directional signals as original equipment has been produced by the Griffin Lamp Co., Hamilton, Ohio

The package provides for the use of existing front parking lamps and rear stop and tail lamps as flashing turn signals, a company announcement stated. Installation consists of attaching a chrome plated switch to the steering column and converting the lamps

A self-cancelling feature is included in all kits for 1949-50 models of Chevrolet. Ford and Plymouth, the manufacturer said. The kit is complete with chrome plated switch, flasher, bulbs, sockets, wir ing assembly and connectors. No taped or soldered connections are needed

### 237—Carburetor Tool

The Gumouter, a tool which permits cleaning of internal parts of the carbure for without taking carburetor apart or off engine, has been asnounced by Pennsyl vania Refining Co., Gumout Division, Cleveland 4, Ohio The tool is used with

To use the tool, the mechanic detaches the fuel line at fuel filter or carburetor fuel intake. Fuel line is then capped or plugged with a five-way combination fit ting which meets most requirements, the manufacturer stated. Proper fitting is se-lected and attached to fuel filter or carburetor fuel intake. Hose is attached by a thumb-knurled swivel fitting. The other end of the hose has a vented screw cap which is tightened onto the pint can of Gumout, which is suspended from the underside of the hood

# 238-Shock Kit

A "Husky" direct action conversion kit for Fords, Mercurys and Chevrolets has been placed on the market by Houde Engineering Division, The Houdaille Hershey Corp., Buffalo 11, N. Y.

The kits fit front and rear of all Fords and Mercurys from 1941 through 1948 and the rear of all Chevrolets for the same years the manufacturer stated.

same years, the manufacturer stated

# 240-Merchandiser

A merchandiser kit, containing 33 fittings, seven drain cocks and nine fuel lines for use on Ford, Chevrolet and Plymouth models, is now available from The Weatherhead Co., 300 E. 131st St., Cleveland 8, Ohio. No. SS 994, as it is called, has part numbers and sizes clearly listed for quick service and accurate identi-

# 241-Brake Bleeder

An improved Fluid-Bal hydraulic brake bleeder, featuring a heavy diaphragm which separates the compressed air from the brake fluid, is now being produced by the Automotive Division of Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

Introduction of compressed air below the diaphragm causes the diaphragm to force brake fluid into the brake system sure gauge, pop-off valve, large I D hose and arplane-type connector

### 242-Metal Initials

Metal initials in gold-finish or chrome plate which can be attached without glue are now available from Signa-Craft, Inc., 292 5th Ave., New York, N. Y.

The Autogram initials, as they are called, are individually enveloped. They can be attached to flat surfaces by press ing them firmly against surface.

# 243-Washing Powder

Spray Dried car wash powder, said to develop plenty of suds in hot, cold, hard or soft water, has

or soft water, has been announced by John I. Stanley Co., Mobo Division, New York I. N. Y. The powder does not affect waxed or

porcelamized finishes, the manufacturer stated, and requires no wiping dry. It cuts grease and grime and leaves a clean,

stiming surface. The powder is sold in bulk and is available in 50 lb. kegs and economy, the manufacturer stated.

Two hardened-steel, cadminin-plated Two hardened steel, cadminin plated pullers of the bar and side screw type have been announced by National Machine and Tool Co. Jackson, Mich. The crankshaft gear puller is especially desgined for Chevrolet crankshaft gears but may also be used on gears and pulleys with tapped holes in either 3/8".16 or 5/16"/18 thread sizes. The other puller is designed to remove and replace the harmonic hal ancer on all Chevrolets and other makes, including Chrysler and Buick.

# 245—Body Hammers

A line of nine body and fender ham mers, made with heads of drop-forged, heat-freated steel and linkory handles, is now available from 1. H. Williams & Co., 400 Vulcan St., Buffalo 7, N. Y. The line includes two styles of dinging hammers, a heavy fender bumper, a small-



er bumping hammer, three finishing ham mers, a utility hammer and a magnetic

### 246-Wheel Aligner

A wheel aligner in sex models has been A wheel aligner in see models has been placed on the market by The Langham Co., Inc., Montgomery, Ala., a new firm headed by Ed. C. Langham, who is well known in the Southeast. The machines will be distributed through automotive

with the mechanic in mind." Langham said. "The average mechanic can learn the operation in only a few hours."



and rear of any car. Minutemats protect original car mats against grease, dirt, slush and wear Easy to install-just trim ends to desired width. Individually Baxed. Colored band on package corresponds to color of mat.



MANUFACTURING CORP. CLEVELAND, OHIO

# More News Briefs

(Continued from page 72)

# Lincoln-Mercury Forms New Atlanta District

The Lincoln-Mercury Division of Ford Motor Co. has established a new sales district in Atlanta to direct activities of 67 dealerships in Georgia and four adjacent states.

Establishment of the district is "an important step in the expansion of the Lincoln-Mercury Division, brought about by an increasing de mand for our products in the South," said Joseph E. Bayne, general sales manager.

The district covers South Carolina, southeastern Tennessee, central and northern Georgia, central and eastern Alabama and central and western North Carolina. This area formerly was covered by the Jacksonville, Fla., district.

Offices will be situated in Ford Motor Co.'s assembly plant at Hape ville, Ga., near Atlanta.

# GMC's 1949 Payrolls Reach New Peak

GENERAL Motors Corp.'s pavrolls were at a record level and employment at a peace-time high in 1949. C. E. Wilson, president, and Alfred P. Sloan, chairman of the board, announced last mouth.

As expected in a year of record production, they said, total pavrolls reached an all-time peak of \$1,440,690,450, compared with \$1,283,865,090 in 1948 and the previous high of \$1,380,032,467 in 1944.

The average number of salaried and hourly-rate employees on the payrolls last year was 401,326, a new peacetime high. This compares with 380, 329 in 1948 but was less than the figures for the years 1943 and 1944.

# Electric Auto-Lite Sales Set Record

Tin Electric Auto-Lite Co. has reported net earnings for 1949 of \$11,328,420 on sales and other income totalling \$218,439,748. This is equal to \$75.8 per share of common stock. Earnings for the preceding year were \$12,196,493, or \$8,16 per share, on sales of \$210,850,316.

Sales, which again were the highest in the company's history, increased in original equipment for motor-car manufacturers. Royce G. Martin, president and board chairman, explained in a message to stockholders. Keeping pace with car production,

these sales amounted to 73 per cent of the total. The balance of sales was divided into 19 per cent for replacement and service sales and eight per cent for Canadian, export and other sales.

# Austin Appoints Southerners

Two additional dealers in the South have been appointed by The Austin Motor Co., Ltd., of England: They are: Eastern Motors, Inc., of Wilmington, N. C., and Tran-Sport Sales & Service, Inc., of Richmond, Va.

# Imperial Advances Shafer

F. C. Shafer, for 12 years vice-president of The Imperial Brass Manufacturing Co., has been elected president and chairman of the board. C. H. Berson, sales manager of automotive, industrial and refrigeration distributor sales, has been named vice-president.

The oil industry's pipeline system almost doubled its handling of crude oil and petroleum products in the last ten years, the American Petroleum Justitute reported recently.



# ... with quick-acting Oakite Detergents

YOU get streak-free coach and truck surfaces in less time and with decidedly less effort when you use designed-for-the-job Oakite Body-Washing Detergents.

Effective detergent properties of Oakite Body-Washing Compounds thoroughly remove all grease and traffic film. Surfaces dry down clean ... free of streaks ... without chamoising.

An Oakite Technical Service Representative will gladly demonstrate! Write Oakite Products, Inc., 52G Thames St., New York 6, N. Y.

Inc., 52G Thames St., New York 6, N. Y.

Technical Service Representatives in Principal Cities of U. S. & Canada



\*\* PECIALIZED INDUSTRIAL CLEANING MATERIALS - METHODS - SERVICE



FREE BOOKLET! Send for 36-page illustrated Booklet on Modern Oakite Cleaning for Service Shops.



These are the new officers of the Louisiana Automobile Dealers Association (L to r.): Joseph A. Paretti of New Orleans, vice-president; Claude J. Ledoux of DeRidder, president, and George D. Wray. Jr.. of Shreveport, who is secretary of the association.

# "Bootleg" Threat Growing. Louisiana Dealers Told

HE growing threat of "hootleg ged" automobiles to legitimate franchised dealers was emphasized at the annual convention of the Louisiana Automobile Dealers Association in New Orleans March 27.

The increase in bootlegging is a menace to both the public and dealers, said Brown A. Fortier of Lafayette, outgoing president, in his annual

A poll of Louisiana dealers indi-cated that 72 per cent of them are being troubled by bootlegging, said Robert Deo, managing director of the National Automobile Dealers Association. The figure in Louisiana is much higher than the national average of 42 per cent, Deo said.

Lower freight rates from other areas and a plentiful supply of automobiles in those areas are two of the prin cipal factors behind the bootlegging. Fortier declared. He said that cars being brought into the Louisiana market now are mostly from northern states.

The problem is growing scriously on a national level. Deo said. It could be caused by such factors as over optimism on the part of the dealers who must finally unload their stocks or by factory pressure to move more automobiles, he stated.

"It's going to take a lot of good management and high-grade selling for dealers to make a profit in the coming year," he commented.

Claude J. Ledoux of De Ridder was elected president, succeeding Fortier Joseph A. Paretti of New Orleans was named vice-president and George D Wray, Jr., of Shreveport was elected secretary

Directors include: Sidney Conzales, George Bohn, Wiley L. Mossy and W. J. Willkomm, all of New Orleans:

A. D. Vaeth, Houma; Glenn Huff, Shreveport; Alfred Begnaud, Lafayette; Bill Jackson, Ruston; Percy Lindsley, Bogalusa; W. J. Cleveland. Crowley, B. S. Landis, Jr., Winns boro; Jim Austin, Baton Rouge, and Robert Jameson, Alexandria.

Jeff Williams, humorist from Chickasha, Okla., was another speak er at the meeting.

A cocktail party and entertainment concluded the one-day convention. held this year at the Jung Hotel.

# Public Likes Nash NXI **But Wants Changes**

THE public likes Nash Motors experimental NXI automobile but wants modifications in it. President George W. Mason announced after preliminary tabulations of a small percentage of questionnaires returned.

Among the suggested changes were a single front seat for three passengers, somewhat wider treads, wheelbase five or six inches longer and an auxiliary two-passenger seat in the rear compartment of the automobile

SAI

Blankets

the

South

# Toboldt's Book Tells About Body Work

PRACTICAL handboook for mechanics who do body work. titled "Automobile Body Rebuilding and Refinishing," has been written by Wiliam K. Toboldt, editor of Motor Service Magazine and former editor of Motor Age

The book, which is well-illustrated with photographs and drawings, has six comprehensive chapters covering the basic processes in body work. The first chapter contains suggested layouts for body shops and lists the tools and equipment needed for body work.

Discussions of rebuilding methods, repairing individual parts, the paint sliop, preparation for spray painting and spraying are included. There are sections on specialized problems such as repairing wooden sections of station wagons and removing stains from up-

Toboldt is the author of "Establishing and Operating an Automobile Repair Shop," which was prepared for the United States Depart ment of Commerce.

The new book is available from International Textbook Co., Scranton 9. Pa. The price is \$5.

# Alabamians Meet Oct. 8-10

The 1950 convention of The Automobile Dealers Association of Alabama will be held Oct. 8-10 at the Buena Vista Hotel in Biloxi, Miss., Executive Vice-President Frank R Broadway announced late last month

# Mississippians Choose Biloxi

The Buena Vista Hotel at Biloxi has been chosen as the site of the annual convention of the Mississippi Automobile Dealers Association, Headquarters Manager George Lem on Sugg said. Dates are Oct. 22:24



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Here's how a part of the arena of the Coliseum looked during the highly-successful Southwest Automotive Show at San Antonio.

### Jobber News

(Continued from page 27)

Auto Machine Co., Little Rock, Ark., and Claude W. Boutte, Rapides Auto Supply, Alexandria, La.

Among the manufacturers' representatives and agents, two were reelected: Fritz Keller of Fort Worth and J. B. Sampson of Houston, both agents. Others named to the board include two direct men—Jim Turner of Standard Motor Products. Inc., Oklahoma City, and W. Franklin Meyer, Hastings Manufacturing Co., Houston—and Agents H. M. Cree and H. Gordon Payne, both of Dallas.

Retiring President C. H. Mountjos of The Mountjoy Co., San Antonio, continues as a director and D. A. Johnson, secretary manager, was re-

These officers and directors, with a show committee to be named, will mstall the minth Southwest Automotive Show in the Municipal Auditor ium in Oklahoma City on dates to be fixed later, but indicated as late in April or early in May. Johnson said a previous examination of the Oklahoma facilities indicated it would provide at least 25 more ten-by-ten booths than were available in San Antonio. In San Autonio there were 335 booth spaces occupied by 190 exhibitors and 215 sponsoring jobbers.

Agreement was general that the San Antonio show was highly successful for its size. Johnson reported that even after the sponsoring jobber fee was reduced by half and an expense of \$1,400 was absorbed for providing paving in the arena of the Colseum, a smaller show emerged with an unexpected profit. Sponsors recommended to the new board that the show remain open until 9 p. m. each night next year. Aftendance, based on a count of badges issued, was announced by Johnson as 10,500.

A new departure at San Antonio was a show-sponsored jobber meeting attended by 200 at the Plaza Hotel the afternoon before the show opened. At this meeting, presided over by M. Jacobs, second vice-president, were five speakers nationally recognized in the aftermarket field.

C. S. Rogers, general manager of P. & D. Manufacturing Co., discussed "Markets, Trends, Channels and the Manufacturer's Part in Assisting the Jobber." B. W. Ruark, general manager of Motor and Equipment Whole salers Association, had the topic, "The Foundation for Progress by the Automotive Wholesaler."

Charles R. Crowder, vice-president of the Van Norman Co., discussed Specialty Selling. H. C. Hunt, western representative for National Standard Parts Association, took the topic, "It's Your Business Today, Let's Keep It That Way," and T. F. Hall, sales promotion manager of the Walker Manufacturing Co., used sides to illustrate his talk on the "Get It from Your Jobber" program.

The Plaza Hotel was also the scene of the kick-off banquet, which produced the usual capacity attendance Fritz Keller, presiding as toastmaster, introduced a score of distinguished guests and the principal address, of an inspirational nature, was by Jeff H. Williams of Chickasha, Okla. A floor show topped off the principal social event.

### McEwen Cherry Represents Monroe in Southeast

THE McEwen Cherry Co. of Nashville, Tenn., is now representing Monroe Auto Equipment Co. in the entire Southeast. J. McEwen Cherry. partner in the firm, announced last month.

Bill Horton, who is associated with Monroe as a special representative in the South, will work with Cherry on Monroe products.

### Thomas Goes South

Roland J. Thomas has been promoted from territory representative in the midwestern division of The Electric Auto-Late Co. to special representative in the southern division. He will cover North and South Carolina, Georgia, Florida and parts of Virginia and Tennessee.

"Before taking up mechanical work they were acrobats."





T. A. Kreuser, service sales manager of Bendix Products Division, Bendix Aviation Corp., has been reelected president of the Automotive Electric Association. He has been active in association affairs for a number of years.

### They're Off to the Races At the Dunham Co.

THREE men from the Larry Dunham Co., Greenville, S. C., will be shoving off next month for the Indianapolis Speedway races, concluding a program originally designed only for the outside sales force but which has now enabled every employee of two years' standing to win a trip to the races.

Leaving for Indianapolis next month will be Arthur Tripp, Guy Torbett and John Cornell

### AEA Meets at Kansas City

A regional meeting of the Automotive Electric Association will be held April 12:14 at the Continental Hotel in Kansas City, Mo., Executive Secretary S. W. Potter has announced.

#### Texans Open Paint Store

Holly and Ted Brookshire, who have been with Burton Auto Supply for several years, are opening Acme Automotive Paint Supply at 700 West Jackson St., Harlingen, Texas.

John Cooper has joined Holland Auto Supply, Inc., Greenville, S. C., as a salesman. Formerly he was with The Walker Mfg. Co, of Wisconsin. He will cover Laurens, Clinton, Green and Woodruff. He's had 18 years' experience.

Norman Huggs is now manager of the Camden branch of the Crow-Burlingame Co. Unit of Ozburn, Crow & Yantis Co., Lattle Rock, Ark. He was formerly at the Pine Bluff branch.

### Harris Invites Mechanics To Use Club Room

SERVICE station associations and automobile mechanic groups have been invited to use the new club room on the second floor of the Harris Motor Supply Co., Brownwood, Texas, I. C. Harris has announced.

The room, maintained primarily for Harris employees, contains a pingpong table, dart boards and other games. Dishes and a hot plate add to the convenience for social functions.

The facilities are also used by manufacturers' men for sales meetings with the Harris organization and others of the territory. Harris has been in the parts business for 25 years.

### Hudson Opens Texas Firm

Hudson Motor Supply was opened recently at 117 East Mulberry, Kanfman, Texas, by Frank E. Hudson. Formerly representative in Texas for Ramsey Corp., Hudson was more recently manager of Hudson Brothers, motor carrier fleet of Henderson, Tex-

### Boosterettes Plan Dinner

The Boosterettes of South Texas Automotive Booster Club No. 30 in Houston will have a barbecue dinner April 28 for the benefit of the club's benevolence fund. Entertainment for the evening includes bingo.

### Cole Joins Rager Company

S. J. Cole, formerly manager of the Common Carrier Motor Freight Association, is now a partner in the R. L. Rager Co., manufacturers' representative of Dallas, Texas. The firm recently moved to new offices and warehouse at 1810 South Akard St.

It's easier now for members of the Automotive Wholesalers' Association of Alabama to use this trademark on their stationery and advertising. Free electrotypes of the emblem are now available in three sizes for association members. Executive Secretary Nathan M. Roberts announced. Color decals of the mark soon will be available also.

## ACCREDITED

MEMBER AUTOMOTIVE WHOLESALERS ASSOCIATION OF ALABAMA

## WHOLESALER



Bob Salmon has been appointed sales representative for the Alabama, Mississippi and Tennessee territory of John Bean Division, succeeding Wylie Axford, who was recently made automotive sales manager. A native of Alabama, Salmon has been in the jobbing business for 16 years, working most of that time in his native state.

### Berkson Selects Butz, Cree

Sidney Butz and Associates, Charlotte, N. C., is now representative for Berkson Products, Inc., in the south-eastern territory. H. M. Cree Co. of Dallas, Texas, will represent the line in Texas, Oklahoma, Arkansas and Louisiana.

### Murray Selects Scheinfeld

The Murray Co. of Towson, Md., has appointed Morris Scheinfeld as sales representative in Delaware, southern New Jersey and castern Pennsylvania.

### Hollingshead Names Saxon

R. R. Saxon has been appointed a representative for R. M. Hollingshead Corp., headquartering in Atlanta. He went to work for the company the latter part of February.

Paul Mitchell, formerly counterman at the Danville branch of Womwell Automotive Parts Co., Lexington, Ky., is now salesman at the Lebanon branch.

G. R. Wyatt is now traveling north western Texas and Oklahoma for The Wally Wallace Co., Bellaire, Texas. He was formerly with Crawford Seat Cover Co.

J. D. Austin of the Batesville branch of the Crow-Burlingame Co. Unit of Ozburn, Crow & Yantis Co., Little Rock, Ark., has been transferred temporarily to the Camden branch.

### "Cap" Simpson Succumbs At Home In Houston

R AV E. Simpson, 59, died at his home in Houston, Texas, the night of Feb. 25 as the results, according to attending physicians, of a blood clot in his circulatory system.

Simpson, who was known to a host of associates and friends in the Southwest as "Cap," was vice-president and general manager of the automotive department of the Straus-Frank Company of Houston.

Late in February he returned from a fishing trip into Old Mexico, where he had been accompanied by L. W. Barnett, jobber of Fort Worth, and



Mr. Simpson

Frank Manpin, manufacturers' representative of Dallas. Upon his return he was ill, and his death followed sevoral days letter.

Early in March it was announced that Elmer Miller has been named general manager with John Reynolds as general sales manager of the automotive department. Miller will continue his residence in San Automo and Reynolds will maintain his home in Houston.

W. C. Dumnyer will continue as general purchasing agent and Clay Bradford, formerly in sales work in Houston, has been named manager of the Straus-Frank Beaumont store.

"Cap" Simpson spent 40 years in the automotive aftermarket and related activities, beginning in 1910 as a shipping clerk for the Kansas City

Here's the fine new building of Distributors Warehouse, Jacksonville, Fla. "February volume almost doubled January volume and March got off to a swell start," reported Owner and Manager R. F. Witchell, Jr., a native of Pensacola, Florida. Auto Supply. In 1913 he joined the organization of the Johnson Tire Company, now Johnson Brothers, of Kansas City. And in 1917 he went to Houston with the Straus-Frank Company, where he launched an automotive department for that concern.

Eight years later, in 1925, he obtained a leave of absence from Straus-Frank and moved to Dallas, where he purchased the interest of Oscar Dunlap, which organization underwent a name change from Farris-Dunlap Company to Farris-Simpson Co. In 1929 he sold his interest to Farris and became a radio distributor in Dallas, but deserted that field in 1930 to become a manufacturers' agent. One year later he returned to Straus-Frank, made it into one of the biggest operations of its kind in the country and moved it into a huge new building in 1946

In addition to Minna L. Simpson, the widow, he is survived by two daughters. Mrs. James Robert Hill of Austin and Mrs. Thomas W. Smith of Houston, two sons. Robert R. and Ray F., Jr., both of Houston, and two sisters.

### Chain Buys Louisiana Firm

Chain Battery & Automotive Supply, Inc., Shreveport, La., has bought out Auto Parts & Battery Service, Alexandria, La. Personnel of the Alexandria store will be the same, with C. D. Baldridge as manager.

Whit Reeves, salesman at the Marshall branch of Crow-Burlingame Co. Unit of Ozburn, Crow & Yantis Co., Lattle Rock, Ark., has been out of the ternitory for a few weeks because of a heart attack.

C. A. "Chuck" Bigelow, formerly owner of Bigelow Auto Parts in Wainsboro, Texas, is now traveling eastern Texas and Louisiana for The Wally Wallace Co. of Bellaire, Texas

### Shope and Troutman Buy Piston Ring & Parts

P. Smort, formerly sales manager, is the new president of Piston Ring & Parts Co., Atlanta, Ga.

He and E. D. Ternic Tourtman have purchased Ray Birdsall's controlling interest in the firm. Troutman, who is vice president and freasurer, has been with Maremont on the West Coast for the last two years and previously was with Toledo Steel Products. Jack Phelps, an afterney, is secpretary.

H. C. Thames will be office manager of the company.

Birdsall, whose wife has been in poor health, has retired

### Goff Joins Allen Electric

P. M. Goff has been appointed assistant regional manager for the Allen Electric and Equipment Co. in the region which includes Missouri and Kansas. Goff was formerly southern sides manager for Sun Electric.

### Caphton Gets Own Building

Caphton and McEvov, manufacturers' agent, is now settled in its own building at 4920 Cole St. Dallas, Texas, Don Caphton announced last month. The building provides both office and warehouse space.

Glen Schlenker, formerly working in the southeastern Arkansas territory out of the McGehee branch of the Crow-Burlingame Co. Unit of Ozburn, Crow & Yantis Co., Lattle Rock, Ark., has been transferred to a similar position at the Arkadelphia branch James Howell, manager of the McGehee store, has succeeded him in the southeastern Arkansas territory.

The new building for Eddie Howes Co. of Houston, Texas, will be ready for occupancy around the middle of this month, Eddie Howes reported.



## **HELPFUL BOOKLETS FREE**

- 101. WRITE FOR CURTIS LITERATURE ASSEMBLY KIT C-6—Gives full information on Curtis Air Compressors, Curtis Car Washers, and Curtis Auto Lifts. Curtis Pneumatic Machinery Division of Curtis Mfg. Co., 1938 Kielen Avenue, St. Louis 29, Mo.
- 164. FACTS ABOUT SPARK PLUGS AND ENGINES—To say that spark plugs are alike today, and that it doesn't make much difference which you buy is misstating facts. The purpose of this hooklet is to give you fact—to show you how vitally important good spark plugs are to efficient operation. Champion Survey Plug Co., 909 Upton St., Toledo 1, Ohio.
- 107. A 12-PAGE COLORED CATALOG describing the Arvin "Big Flo" principle for feat heating of cars and trucks. Three separate models are available to fit popular make cars and trucks. Noblitt-Sparks Industries, Columbus, Ind.
- 199. AMMCO "SKILL-BUILT-IN" MOTOR RECONDITIONING TOOLS AND EQUIP-MENT Catalog pages showing famous AMMCO line of profitable motor service equipment. Amaxing new ridge reamer, all-bune, piston ring file, self-ship-cating sylmer, respectively and statement of the service of t
- 114. A U T O M O T I V E MAINTENANCE TOOLS—New OTC Bulletin A-47 shows the easy. SAFE way to handle many automotive repair tuffice"—such as pulling hearings, bearing races, fan pulleys, axile shafts, pinton shafts, stub pinions, etc., without damage. Shows many new OTC Special Tools designed to make life more pleasant for meshanics. For a free copy, write to Owatonna, Tool Company, 889 Cedar St. Owatonna, Minn.
- 114. GOOD IGNITION by Delco-Remy A 20-page 9½x11 inch booklet covering the operation and maintenance of Delco-Remy ignition equipment. Contains 78 pictures. Will help automotive electricians understand and service ignition equipment. Delco-Remy Service Department, Anderson, Ind.
- 119. RAMCO SERVICE MANUAL—5th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis S. Mo.
- 122. INSTRUCTION BOOKS and technical data on the operation of Bear automotive wheel alignment frame straightening, wheel straightening, and wheel balancing equipment. Other books and pamphlets available on tire-conservation methods and steering adjustments. Rear Manufacturing Company, Rock Island, III.
- 123. PERMATEX TOON-OYL is a scientifically developed product. It is a combination engine-carbon solvent, sludge preventative and film pressure-resistant. Its use produces smooth engine operation and gives protection

- against the formation of acid sludge and film breakdown. Permatex Co., 1720 Avenue Y, Brooklyn, N. Y.
- 134. McCORD RADIATOR-CORE CATA-LOG-Replacement radiator cores for popular cars, trucks and tractors are listed in alphabetical order, along with a size chart showing dimensions of McCord cores. It also lists complete radiators for Ford and Chevolet. Mc-Cord Corp. 2587 E. Grand Blvd., Detroit 11, Michigan.
- 133. CATALOG NO. 500L Featuring the 200 popular Champ-Items Reconditioning short cute for all makes of cars. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.
- 135. HYDRAULIC BRAKE SERVICE IN-STRUCTIONS AND MAINTENANCE HINTS. Explain fundamental principles of hydraulic brakes and their operation. Outlines correct procedure for brake inspection and adjustment. Gives cause and remedy for common brake troubles. Ask for IUI-17. Wagner Electric Corporation, 6364 Plymouth Ave., St. Louis 14, Missouri.
- 141. THE FULL POWER STORY and Catalog of Moog X-Plus Piston Rings for motor reconditioning. Moog Piston Ring Co., St. Louis 14, Mo.
- 142. CATALOG NO. 45C—Automotive Cable Products by firm celebrating 25th anniversary manufacturing ignition and battery cables, wiring harness and other cable products. Andrews Mg. Co., St. Louis 14, Mo.
- 144. AUTOMOTIVE SERVICEMEN'S HANDY HAND BOOK a simplified reference book for the operation, checking, tune-up and repair of auto, truck, and tractor engines. Burd Piston Ring Company, Rockford, Ill.
- 149. DRIVE SHAFT BUSHING AND SEAL ASSEMBLY for all Chevrolet cars, pick-ups and most GMC pick-ups—pampilet fully describing this unit, with cut-away illustrations showing construction. Manufactured by National Machine Works, P. O. Rox 4305. Oklahoma City 9, Okla.
- 150. VAN NORMAN CONDENSED CATALOG—A complete and concise manual covering all heavy duty shop equipment for the jobber shop, the independent garage shop or the cardealer shop. Van Norman Company, Automotive and Aircraft Equipment Division Springfield 7, Mass.
- 168, NEW BLACKHAWK PORTO-POWER CATALOG NO. P 46, AND PRICE SCHED-ULE—Includes "catalog of uses", covering Porto-Power service in repairing, rebuilding and reconditioning. Write Blackhawk Mfg. Co., Catalog Dept., P. O. Rox 613, Milwaukee 1, Wisc.
- 161. WHIZ CATALOG NO. 47-C. Describes the complete line of Whiz Automotive Chemicals designed to make cars can better and look better. R. M. Hollingshead Corp., 840 Cooper St., Camden, New Jensey, Toronto.
- 164. AIRTEX FUEL PUMPS AND GASO-LINE FILTER-DAMPER—New and Rebuilt Fuel Pumps, Combination Fuel and Vacuum

- Pumps, Repair Kits and Filter-Dampers, Catalog AX58. Airtex Automotive Division, Chefford Master Mfg. Co., Inc., Fairfield, Ill.
- 175. THE STARTING AND LIGHTING BATTERY—Principles of the Storage Battery, Proper Care of Batteries, Testing and Filling, Acid Mixing, Capacity and Electrical Size, Charging Equipment and Methods. Willard Storage Battery Company, 246 E. 131st St., Clevelland 8, Ohio.
- 181. LITERATURE—Concerning improved materials and their use in mechanically repairing eracked engine blocks, cylinder headand other ferrous castings. Everman Products, Inc., Bloomington, Indiana.
- 185. SERVICE MANUAL FOR THE DOCTOR OF MOTORS A comprehensive and
  thorough reference book which puts special
  emphasis upon the diagnosis of excessive oil
  consumption and the proper procedure for
  piston ring installation. It includes special
  instructions to follow when working upon
  certain makes and models of cars. a listing
  and description of recommittee account of
  the development of the modern automative
  piston ring. It is a non-technical explanation of a technical subject. Perfect Circle
  Co., Hagerstown, Ind.
- 186. BATTERY SERVICE MANUAL—Prepared by Association of American Battery Manufacturers as an authentic reference and guide for everyone interested in automotive storage batteries. It is complete in its coverage of the subject and so simply written and an profusely illustrated that service men and car owners will find it easily understandable. Distributed by Auto-Lite Battery Corporation, P. O. Box 931, Toledo, Ohio.
- 202. TECHNICAL MANUAL. Complete reference and technical manual. Over a hundred pages of detailed reference on engine repair and specifications. Koppers Company. Inc., Platon Ring Division, F. O. Box 626. Baltimore 3, Maryland.
- 218. P & D GENUINE IGNITION PARTS—Catalog No. 47—Over 80 pages fully describing the complete line of starting, lighting and ignition replacement parts and coils for automobiles, trucks and buses. P & D Mfg. Co. for 19-92 Steinway St., Long Island City N, Y.
- 222. "WHAT PRICE QUALITY"—Read bow ignition parts should be made and why. "WHAT PRICE QUALITY" tells the story of the making of quality ignition parts. Written in non-technical language. Standard Motor Products. Inc., Long Island City I. N. Y.
- 225. CONDENSED CATALOG 230 This catalog illustrates all K-D tools with a brief description of each. K-D Manufacturing Co. Lancaster, Pa.
- 250. CATALOG NUMBER 476 describes our complete line of generator and starter motors. Complete car application data is included in this booklet for all passenger cars and popular trucks through 1947.—Arrow Armatures Company—15 Fordham Rond, Boston 34, Massachusetts.
- 257. RUBBER PRODUCTS A condensed catalog designed for parts reference work just released. It contains handy simplified identification and illustrations of floor mata, pedal pads, motor mounts, and rubber bushings. Anchor Rubber Products Co., 1724 London Ave., Cleveland 12, Ohio.
- 259. BUELL PROFIT PLAN—A description outline of a unique merchandising plan for Ruell Air Horns that offers big profits for auto, truck and boat dealers. Buell Mig. Co., 2)9 West 49th Place, Chicago 9, Illinois.
- 262. OII. FILTER MERCHANDISER—Those Extra Dollars and how to get them in oil filter service sales. All the facts on new Wix sales tools the Cabinet Merchandiser and Wix Director. Wix Accessories Corp., Gastonia, N. C.
- 263, HAND TOOL CATALOG NO. 557.—90 colorful pages of modern Hand Tools for all phases of automotive repair and maintenance, showing the right tool or tool set for practically every job. New Britain Machine Company, New Britain, Conn.
- Please send to me without obligation, free booklets No

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  Company

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  Atlanta & Ga.

287. AUTOMOTIVE BEARINGS Catalog 18-1B a 44 page listing of connecting rode, cam shorts and main bearings for cartrucks and tractor engines. Johnson Bronze Co., New Castle, Pa.

268. STEAM DETERGENT CLEANING—A review of the theory and application of industrial steam detergent cleaning. In addition to listing many tasks for which steam detergent cleaning has demonstrated exceptions.

tional effectiveness, this booklet supplies interesting data on types of steam cleaning equipment, specific detergent, preparation of solutions, and use of steam cleaning units or scripping paints, lacques, enamel and othcommendation of the products. Iss., 152-F. Thames St., New York 6, N. Y.

270. WHAT YOU SHOULD KNOW ABOUT COOLING SYSTEMS—What you should do to help your customers—the inside story of engine cooling-cooling system trouble—what to do when engines overheat—how to sell cooling service—these topics fully covered in a four color 16 page booklet by Warner-Patterson Co., 20 S. Michigan Avenue, Chicago 5, Ill.

271. RADIATOR CORES—A 32-page book, No. 120, of replacement cores for passenger whiles, buses, trucks, tractors, and industrial equipment. It contains specifications, prices, and dimension disgrams for ordering. Lake Auto Radiato Mig. Co., 5005 Eurlid Ave. Cleveland 5, Ohio.

274. BRAKE LINING BONDING—A 6-page buildin compiled to satisfy the need tor complete, up-to-date information on bonding of lining to brake shoes. Asbestos Mfg. Co-Dept. E. N., Huntington, Ind.

277, KLECTRICAL SWITCHES—The 1948
Cole Hersee line consists of automotive switches, truck and trailer connectors, accessories and miscellaneous automotive electrical equipment. Address Cole Herses Company, 20 Old Colony Avenue, Boston 27, Mass.

279. LIQUID SOLDER USES FOR BODY REPAIR—An attractive legar! envelope-stuffer folder describing the uses, in the hody repair shon, of the new KWIK METAL solder. Folder describes the fool-proof uses of the new metal filler that applies like putty and hardens almost immediately into metal. Atomics in the control of the co

mined Materials Company, Magoe Building, Pittsburgh, Pennsylvania,

293. MICHIGAN ENGINE BEARINGS
CATALOG GB complete information on connecting rod bearings and erankant bearings.
Tables list part numbers, dimensions and
tolerances for all popular makes of cars and
trucks. Detailed interchangeability tables
also included. Detroit Aluminum & Brass
Corp., 3975. Christopher St., Detroit 11.
Michigan.

296. AUTOBODY TOOL CATALOG showing illustration and descriptions of the full line of Stream Line Hammers, Dollies and Muscellaneous Tools. Stream Line Tools, Inc., Canover, N. C.

297. FREE SOLDER LITERATURE A four page foiler, "Some Properties of Soft Solders," offered grafts Included are facts which will enable the reader to choose better the solder suited to his work at hand—melting point data, tables on joint strengths, soutained load values, etc. Write FEDERA-TED METALS DIVISION, American Smelting and Refining Company, 120 Broadway, New York 5, N. Y.

298, AIR IMPACT TOOLS—Full details and prices on these new air tools. Bulletin 813 for capacities to \$v''. Bulletin 2096 for heavy jobs such as Spring U-Bolts, tractor treads, etc. Chicago Pneumatic Tool Co., 6 East 44th Street. New York 17, N. Y.

300. THE RICHLITE MFG. CO. has available for distribution a colorful and fully illustrated 20 page catalog of exhaust deflectors, rear view mirrors, inside door handles and nany other quality automotive accessories and parts. Richite Mfg. Co., 2376 Indiana Avenue, Chicago 16, Illinoi, 2376

361 BONDING VS. RIVETING. Four page insilietin listing the advantages and disadvantages of bonding in comparison with rivering replacement brake lining. GATKE CORPORATION, 228 North La Salle Street, Chicago I, Illinois.

265. MICROFINISH CRANKSHAFT MACHINE OPERATION AND CONSTRUCTION COLOR FOLDER—Developed by Storm-Vulcan featuring the fast, efficient and easy method of operation called niterofinishing.

Storm-Vulcan, Inc., 2504 Commerce Street, Dallas, Texas.

387. VAL-VIN-RED Attractive ratalog about to containing information about the new VAL-VIN-RED-SILENCER designed to perform three important functions on a motor with overhead valves and rocker arms. Since walve clicking noise, provides overhead lubrication and protects against moisture condensation. Joe L. Estes Co., Winder, Gs.

395. OIL FILTER & REFILL, RAPID REFERENCE CATALOG has easy-to-use Replacement Chart which alphabetically lists makes of cars and cross-indexes makes of offilers for cars, trucks, buses and tractors. Illustrates and describes Champ Multi-Screen and Standard Refills, plus retailer promotional belips. Champun Laboratories. Inc. Catalog Dept., 122 Charles St., Meriden. Com.

313. SUPPLEMENTARY AUAOMOTIVE ELECTRICAL REPAIR EQUIPMENT is described in a Frank N. Wood Co. bulletin TRUCCIT Mica Underenter, Mica Undercutter Attachment for general purpose lathes, Armature Shaft re-threading Tool, Armature Tester, Frank N. Wood Co., 344 W. Main St., Walkoshn, Wis.

116. CHAMOIS AND SPONGES Catalogue containing information about Chamula and Sponges for heavy dirty and continuous use or cheap for resule to occasional users. All types: also west wash mitts, Leofa-Celluloes Windshield Wipers. Schroeder & Tremaine. Inc., 500 N. Commercial Street, St. Leuis & Mo.

3.7. GRIZZLY BRAKE BONDING CATA-LOG-Describes equipment for conditioning shoes for bonding; power pressure gas heated bonder; clamping devices and gas and electric ovens for bonding. Complete listing of Saftiband segments and applications. Grissly Mfg. Co., Paulding, Ohio.

318. SMITHY MUFFLER CATALOG—Contains factual Dynamometer, Horse Power, Back Pressure and Mileage Charts also complete listing Single Custom Hult Replacement Mufflers for all cars and Buai Eschaud Fistens for V Type Motors. Smiths's Muffler Mfc Co., 1716-18 Naud St., Lee Angelen 12, Calif.

These men attended the conference of the southern division of The Electric Auto-Lite Co. in Dallas, Texas, recently. They are (I. to r.): Front row, F. G. Vanzo, R. F. Coleman, Division Manager M. H. Smith, G. Blackmon, General Sales Manager H. R. Butts, D. Glover, J. D. Waters and A. J. Dunn; second row, B. S. Fuess, M. S. Boyce, N. Huff, A. F. Steele, E. J. Martin, A. C. Taylor, H. J. Ancelot, M. N. Collins, E. O. Gammon, L. E. Holton, B. C. Taylor and J. H. Bailey; third row, S. A. Meyer, W. E. Johnson, M. E. Helms, H. W. Rlevins, M. B. Fieke, B. J. Morris, J. C. Black, C. C. Gardner and E. D. Brown.

### Perry Chooses Roberts

George H. Roberts is now representative for the Perry cooling system filter in the southeastern trade area. Spark-O-Liner Corp. announced. He will headquarter at 635 West Peachtree St., N. E., Atlanta.

Dick Broderson has replaced Norman Huggs as outside salesman at the Pine Bluff branch of the Crow-Burlingame Co. Unit of Ozburn, Crow & Yantis Co., Little Rock, Ark. He was formerly head counterman.



### Holster Buys DeHay Warehouse

Jimmie Holster has bought the De-Hay Automotive Warchouse in Houston, Texas, from Mrs. De-Hay, widow of the late Paul De-Hay, who was treasurer last year for Automotive Booster Club of South Texas No. 30.

### Clements Goes to Southwest

S. W. Clements has rejoined Martin-Senour Co. as regional manager for the southwestern territory, Manager Don A. Seeley announced late last month. The England branch of the Crow-Burlingame Co. Unit of Ozburn, Crow & Yantis Co., Little Rock, Ark., recently moved to a new location. "We can now give our customers in that territory better service," said K. V. Browne.

Not until he read it in a magazine did Larry Dunham of Larry Dunham Co., Greenville, S. C., know that Gordon E. Johnson of Auto Spring and Bearing Co., Inc., Roanoke, Va., was a brother of Defense Secretary Louis Johnson. Did you?



### Harvey and Merrithew Combine in Dallas

OHN Harvey, manufacturers' agent. has acquired an interest in the Harry Merrithew Sales Co., Dallas, Texas, and the two organizations have been consolidated under the name of Harvey Merrithew Co., Ltd., in partnership with Mrs. H. E. Merrithew. Offices and warehouse are at 2717 Commerce

G. R. "Pat" Patterson, who has been connected with Harvey, will cover Oklahoma and western Texas. Two members of the Merrithew organization will be with the new firm, Ross LaPrelle covering southern Texas and Shayler Reid traveling eastern Texas, Arkansas and Lomsiana

### Miller Joins Womwell

Hal Miller is now sales manager of Womwell Automotive Parts Co., Lexington. Ky. He was formerly with Chicago Auto Parts and Lewis Motor Mart of Dayton, Ohio.

The Malvern branch of the Crow-Burlingame Co. Unit of Ozburn, Crow & Yantis Co., Little Rock, Ark., will soon move to a new location which has improved parking facilities and a more efficient arrangement of

Guy Torbett, winner of a sales contest conducted by Larry Dunham Co., Greenville, S. C., and Mrs. Torbett spent a week last month at Ellmor Village near Ormond Beach, Fla.

Ross Chastain has been appointed special representative in charge of field sales for the Eis Corp. For the past five years Chastain was with the Barrett Equipment Co. and prior to that with Firestone Tire and Rubber Co. for 20 years, He will be concerned primarily with jobber relations and sales promotion for his company.



These Tennessee jobbers and representatives of the AC Spark Plug Co. took time out for dinner and a photograph during the merchandising meeting sponsored recently by Black and Co., Knoxville, Tenn. W. F. Parker, Atlanta regional man-ager, Atlanta Zone Manager W. T. Burgess and H. L. Wardrop, oil filter sales promotion manager, attended the meeting, Joe Black, president of Black and Co., said.

### Daum Represents Malsbary In Southwestern Area

Tours Dann is now factory representative for Malsbary Manufacturing Co. of Oakland, Calif., in Texas, Okla-homa, New Mexico, Lonisiana and Arkansas. He has established the regional office at 3115 Ross Ave., Dallas, Texas.

Dann was formerly general sales manager for the Bacon Vulcanizer Co., it was stated.

blasts stubborn ditt

> no back splash

build business with a 15 minute car wash



connects to your air and water supply

wash cars without boots or

WASH! MIT! RINSE! LET DRY!

cleans motors and

**HYDRO-AIR** 

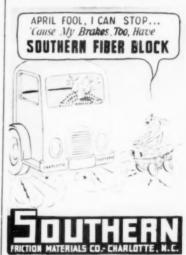
PRESSURE WASHER

\$9.95

If your jobber cannot supply you, we will send you one direct, postpaid.

D & M PRODUCTS, INC.

439 S. Western Ave. Los Angeles S. Calif.



### FOR SALE - 10 KW ELECTRIC PLANT

FOR SALE — 10 KW ELECTRIC PLANT Compact unit with engine and generator in stream lined housing. Automatic centrol, push-button starting. 115: 230 volt, single phase, 80 cycle, 3 wire generator driven by efficient Willey agosline engine. Mounted on skids, complete with remote switches, wire and tools Operated only 500 hours before replaced with power line service. Suited for industrial, commercial, construction or agricultural use, ideal for stand-by service. Will sell at \$900, which is less than half its initial cost. Address 80x 143, c. o. SOUTHERN AUTOMOTIVE JOURNAL 806. Peachtree \$t., N. E., Atlanta 5, Ga.



These are the men chosen to head the Virginias-Carolinas Automotive Wholesalers Association last month (I. to r.): Larry Dunham, retiring president; Bruce Cameron, vice-president; L. T. White, Jr., secretary-treasurer, and President W. W. Morse of Portsmouth, Va.

### Ask for Excise Repeal, Dunham Urges Jobbers

J orders should write their Congress men to ask for repeal of federal excise taxes. Returng President Larry Dunham told members of the Virginias-Carolinas Automotive Wholesalers Association at the annual spring meeting March 15-16 at the O Hems Hotel in Greensboro, N. C.

The excise fav on reworked cylinder blocks and other parts is completely unfair." Dunham said during a panel discussion. Members of the association pointed out that they had been informed by Congressmen of three states that if was likely the tax would be repealed.

Other members of the discussion panel also urged the wholesalers to make their views known to their Congressmen and urged more active participation in local, state and federal elections. Jobbers not only should be interested themselves, but they

should make sure their employees vote in city, state and federal elections, members were told.

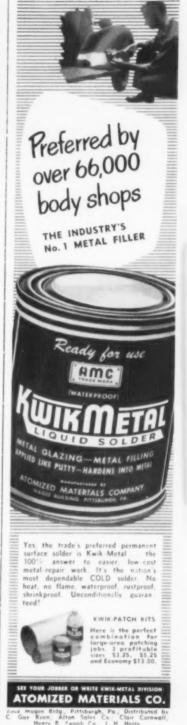
"Our greatest advances have come out of every troubled period in history," B. W. "Whit" Ruark, general manager of Motor and Equipment Wholesalers Association, told the meeting in an address dealing with the present change and unrest in the world. The future is based on moral and spuritual values which underhe all progress, Ruark, a native of Wilmington, N. C., said.

Ways to streamline and improve the collection of data for association programs were the subject for another panel discussion. Enterfainment in cluded a banquet session.

W. W. Morse of Portsmouth, Va., was elected president, surveeding Larry Dunham, Greenville, S. C. Bruce Cameron of Wilmington, N. C., was named vice-president and L. T. White of Raleigh, N. C., was made servetary treasurer of the association.

The members of the Southwestern Group of Automotive Affiliated Representatives met in San Antonio, Texas, last month during the Southwest Automotive Show, Ben Asch, international chairman of the board, and Ed. L. Lee, international executive secretary, were present.









It's Springtime again — and a smart motorist's fancy turns to thoughts in Tune-Up and safe, trouble free driving in the months ahead.

Get on early start and a bigger share of ignition service profits this year of ignition service profits this year with SORENSEN IGNITION PARTS, identified with quality and outstanding performance.

> Your SORENSEN IGNITION PARTS JOBBER Saves You Time and Money!

When you need Ignition parts in a herry, you can always depend on your SORENSEN JOBBER for the right part, right when you need it. No delays, no less if valuable time because he operates on the SORENSEN RP Flan-speeds up your service and profits. GET IT FROM YOUR JOBBER!



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Quick Acting, It works in 30 minutes, Easy to use! No special equipment or training needed. Write for folder Often imitated. Novet Equalled

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FITZGERALD MANUFACTURING COMPANY TORRINGTON, CONNECTICUT

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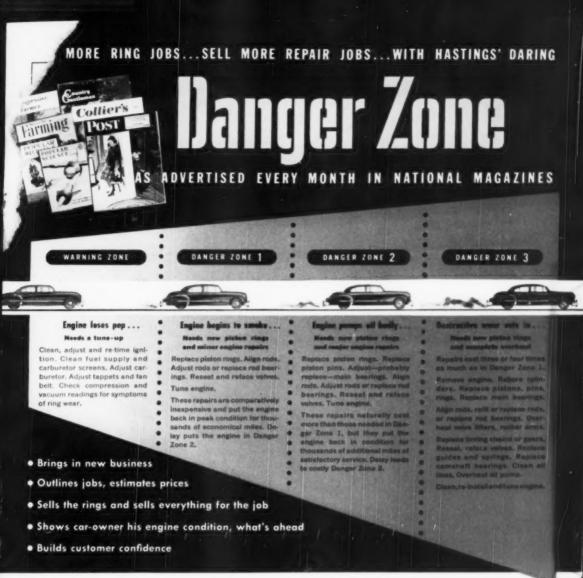
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